# MOTION PICTURE HERALLO

#### WIDENING THE SCREEN:

Paramount "Recommends"

1.66 to 1 Standard with

A Maskless Screen

Universal Announces
3-D for Wide Screens

REVIEWS (In Product Digest): THE DESERT RATS, FORT TI, PICKUP ON SOUTH STREET, SIREN OF BAGDAD, THE GLORY BRIGADE, THE 49TH MAN, POWDER RIVER, BAD BLONDE, THE GIRL NEXT DOOR, DOUBLE CONFESSION, COLUMN SOUTH

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RIGHT: On this spread are 4 of the 6 Lobby Door Panel Set. Giant size cards 20" x 60" in full color.

## HOW TO ADVERTISE "YOUNG BESS"

THE LOVE STORY OF A PRINCESS.







- 1. Study the pressbook. M. P. Herald says, "M-G-M introduces more new ideas in their pressbook than any other company." "Young Bess" tie-ups and accessories are tops in ticket-selling.
- 2. Where engagements are close to the Coronation, capitalize on the timeliness AND BE SURE TO STRESS THAT THIS IS A GREAT TECHNICOLOR FILM DRAMA BASED ON A GREAT NOVEL OF THE FIRST QUEEN ELIZABETH (YOUNG BESS).
- 3. In all types of promotion, in all advertising, use the catchline below prominently to describe the title:

## "YOUNG BESS" THE LOVE STORY OF A PRINCESS

- 4. In engagements that follow the Coronation, eliminate all copy referring to this event and confine copy to the picture itself.
- 5. "'YOUNG BESS' YES!" says Trade Press. Book it! Exploit it! It pays off!

# "YOUNG BESS' A SPECTACLE A SPECTACLE IN'QUO VADIS' CLASS!" —BOXOFFICE MAGAZINE





WORLD PREMIERE
MAY 21st
RADIO CITY
MUSIC HALL

M-G-M presents In Color by Technicolor
"YOUNG BESS" (The Love Story Of A
Princess) starring JEAN SIMMONS
STEWART GRANGER • DEBORAH
KERR • CHARLES LAUGHTON • with
Kay Walsh • Guy Rolfe • Kathleen Byron
Cecil Kellaway • Leo G. Carroll • Rex
Thompson • Screen Play by Jan Lustig and
Arthur Wimperis • Based on the novel by
Margaret Irwin • Directed by George Sidney
Produced by Sidney Franklin

# From 20,000 Pathoms Fathoms

The towering vengeance of the mightiest sea-monarch from ages past-raging up on a tidal wave of terror!

NOTHING LIKE IT IN 140 MILLION YEARS!



AND AHEAD THE MOST CONCENTRATED TV AND RADIO PENETRATION

We'll be pounding day and night with day-and-date spot trailers, announcements, scenes, station breaks — a record telecast-and-

YET KNOWN!

broadcast barrage that makes new ballyhoo history for you and WARNER BROS.

"THE BEAST FROM 20,000 FATHOMS" PAUL CHRISTIAN - PAULA RAYMOND

CECIL KELLAWAY • KENNETH TOBEY • JACK PENNICK

LOU MORHEIM and FRED FREIBERGER - Photography by Jack Russell, A.S.C.

Music by David Buttolph - BERNARD W. BURTON - RAY HARRYHAUSEN

Produced by HAL CHESTER and JACK DIETZ - Directed by EUGENE LOURIE - Distributed by WARNER BROS









There's No Business Like (Century-Fox Business!



## MOTION PICTURE HERALD

MARTIN QUIGLEY, Editor-in-Chief and Publisher

QP

MARTIN QUIGLEY, JR., Editor

Vol. 191, No. 7

May 16, 1953

#### Skouras Victory

R. Spyros P. Skouras, Mr. Darryl F. Zanuck and their associates in conduct of the executive affairs of Twentieth Century-Fox Film Corporation have won a signal victory in defending the company in the proxy contest which the stockholders decided last week with an overwhelming vote in favor of the present management.

The significance of the victory carries deep and far. It is to be remembered that in recent years stockholders in this, as well as in other motion picture enterprises, have had little cause for gratification over the volume of profits that have been earned. Recent times in the industry have involved the necessity for readjustments and revisions which automatically place management on the defensive.

Yet, in spite of adverse conditions that have obtained, Mr. Skouras and his associates were rightly judged by the stockholders to be entitled to their support. In a substantial manner the victory is a personal compliment to the character, ability and experience of Mr. Skouras—and a well-deserved one. That it was indeed a well-deserved victory is attested to by the fact that in the contest Mr. Skouras was supported uniformly and enthusiastically by the personnel of the industry in which he has spent a lifetime.

-Martin Quigley

#### Campaign in Ohio

THE drive of the Motion Picture Association and other industry groups to eliminate censorship in Ohio has bogged down. After a promising beginning when a Toledo court logically ruled that censorship of newsreels was unconstitutional, the situation has—in military parlance—"deteriorated." It developed that the newsreel test case was tried in a limited legal forum. The Toledo order prevails only in that city. The State of Ohio did not appeal so that, while Mr. Martin Smith, exhibitor leader and defendant in the newsreel case, was not sent to jail, the State has gone on merrily censoring newsreels or, more accurately, collecting fees for such censorship. There is no record of material being excised from newsreels.

On April 30 the Ohio Supreme Court upheld the censorship law in a case involving the film "M," distributed by Columbia, stating that the law was not a violation of rights and that it did not constitute an unconstitutional delegation of legislative power. The court observed, "Even the producer admits the film's portrayal of evil conduct is so bad as to need radical correction." The MPA took no direct part in this case but gave legal advice to the plaintiff, Superior Films.

The third prong of the attack on Ohio Censorship is also reported to be blunted. Strong support had been organized for a censorship repeal bill sponsored by Senator Charles Mosher. Word from Ohio is that the bill is opposed by the powerful state education lobby. The reason for this is that the bulk of the censorship fees go to the support of the State's visual education program, considered one of the best in the country. The educators do not want to lose the quarter of a million in annual income from the censorship and the legislature does not look too kindly on finding that sum through another form of taxation,

Efforts will continue to be made to have the Ohio Censor Board abolished because any such board is an unwarranted interference with the screen and an unfair, discriminatory extra tax which ultimately must be borne by the exhibitors and theatre patrons.

#### Allied Artists Charts Future

MID all the current concentration on screen sizes and sound systems-many of which by their nature are likely to be more of a benefit to large first run theatres than small houses-it is important for exhibitors everywhere that producers are not forgetting the needs of the thousands of theatres that must measure a week's gross in the hundreds rather than thousands of dollars. Particularly significant at this time is the confidence Allied Artists has placed in the future by summoning 150 delegates from 50 countries for its first international sales convention May 18-20 at Miami Beach. Under the direction of Mr. Steve Broidy, Allied Artists president, the convention will reaffirm faith in the industry and pledge suitable product in standard or 3-D, as required by its customers. While the majority of Allied Artists' accounts are not yet equipped for 3-D and are not likely to be for some time, the company has already finished shooting its first 3-D film, "The Maze." Mr. Robert J. O'Donnell, of the Texas Interstate Circuit, the keynote speaker, is scheduled to tell "The Story of 3-D," recounting recent experiences and forecasting the future.

Reports from Europe indicate that one way to become a hero to the press is to be a defender of Mr. Charles Chaplin. Recently Mr. Edward G. Robinson said that he would not be a judge at the Cannes Film Festival, if Mr. Chaplin also served. For this Mr. Robinson was soundly spanked by European newspapers. On the other hand Mr. Samuel Goldwyn in London absolved Mr Chaplin of Communism and received unprecedented editorial laudation in The Daily Mirror and The News Chronicle.

# Letters to the Herald

#### Taxes and Admissions

TO THE EDITOR:

In Japan since January 1, 1953 theatre admission taxes were reduced to 50% from 100%. In the past a ninety yen ticket included a 45 yen tax, but now the tax is thirty yen.

The proprietors of theatres did not lower the price of the admission fee when the tax was reduced, so they were criticized unfavorably by the public. Heretofore, when special

New Year pictures were shown, the admission fee was higher than usual. However, this year the admission fee stayed the same.

The proprietors explained this point and also explained that the price was not reduced due to difficulty of management of theatres. However, the opinion of the general public is that the admission fee should be reduced at this time as much as the tax was reduced, and later on the theatres could raise their prices saying that the raise was due to difficult management of business. For instance, the tax on Sake was reduced on March 1, 1953 which brought down the price of Sake. This matter was picked up by the press and theatre proprietors were unfavorably talked about in the editorial columns.

As for the admission fee of my theatre, in the past it was ninety yen, but now we charge only seventy yen, so naturally we are favorably commented upon by our audiences. But our fellow businessmen are complaining about this,

My opinion is that when a person enters a theatre to see a movie, he pays 90 yen because he thinks the movie is worth seeing for 90 yen, not that it is only worth 45 yen. Therefore, it is not necessary to reduce the price, although the tax was reduced.

The reason why the proprietors received so many complaints is because they promised to lower the admission fee if their taxes were reduced. This was done by getting signatures from the general public for the reduction of this tax.

At present, tax collection has become very strict. In the past delinquent taxes were not considered so seriously, but now all taxes must be paid by the 15th of the following month or we will not be issued admission tickets—which puts us out of business. (Tickets used for admission are printed by the Taxation Office and are delivered to the theatres.) If all outstanding taxes are not paid by the end of May 1953 theatres and

#### "OF GREAT VALUE IN BOOKING PICTURES"

To the Editor:

I would like to express my appreciation of your column, What the Picture Did for Me. This is a great help to us small exhibitors and is of great value in booking pictures.

Please accept my sincere thanks to your magazine for these reports as we look forward to the interesting comments from the different exhibitors and localities.—W. N. McINTOSH, Pembina Theatre, Manitov, Manitoba, Canada.

movie projections will be ceased and sold at an auction. Therefore, at the end of May, only in Tokyo, approximately 50 theatre houses will be forced to close (at present there are about 350 theatres in Tokyo).

A great disadvantage for the proprietors is that the cost for use of films is very high. Since our incomes have decreased due to many new theatres opening, our expectation is that the cost of film rentals will be reduced in the near future. It is my great regret that there is no man of character among the film distributors who understands this present situation.

I believe, that the reduction of admission taxes is what caused this great confusion and what caused the hardship for the theatre proprietors.—TASHIO MIYAMOTO, manager, Shinkoiwa Theatre, Tokyo, Japan.

#### Write Congressmen

TO THE EDITOR:

I have been sending one letter after another to Washington in regard to the 20 per cent annisement tax.

Now I'm wondering if my fellow exhibitors are doing likewise? I know COMPO is going to take some action, but I think every individual exhibitor should also write his Congressman and everybody else who wields any influence. I even wrote President Eisenhower. No reply as yet.

I read in a magazine recently where this bill would be presented to Congress and that the reduction would probably be on the item or items which received the most ballyhoo, so come on exhibitors, let's invade Washington and let our Voice be heard!—MARCELLA SMITH, Vinton Theatre, McArthur, Ohio.

#### MOTION PICTURE HERALD

May 16, 1953

CINERAMA corporation in the throes of a realignment Page 12

NEW techniques being developed for projection of films Page 12

BACKLOG of pictures protected by new methods of projection Page 13

FOUR sound tracks on film with Cinema-Scope pictures Page 13

TERRY RAMSAYE Says—A column of comment on matters cinematic Page 14

20TH-FOX management defeats Green in stockholder battle Page 19

ALLIED States claims violations of the Consent Decree Page 19

WOLCOTT raps distributor policies at Iowa-Nebraska meeting Page 19

ALLIED ARTISTS opens international convention Monday Page 22

KANSAS-Missouri unit discusses various 3-D techniques Page 22

PARAMOUNT sales executives hold meeting in New York Page 23

RKO THEATRES stockholders told circuit sees good year ahead Page 28

"HOUSE of Wax" opens to strong grosses in Great Britain Page 28

NATIONAL SPOTLIGHT—Notes on industry personnel across country Page 30

PARAMOUNT stockholders will hold annual meeting June 2 Page 34

I.F.E. reports 48 features in work or planned in Italy Page 34

GINSBERG, Stevens plan to produce film from novel, "Giant" Page 36

COWAN cites values in Cinema Production's new feature Page 36

#### SERVICE DEPARTMENTS

Film Buyers' Rating	3rd Cover	
Hollywood Scene	Page 24	
Managers' Round Table	Page 37	
People in the News	Page 25	
What the Picture Did for Me	Page 35	

#### IN PRODUCT DIGEST SECTION

Showmen's Reviews	Page	1837
Advance Synopses	Page	1839
Short Subject	Page	1839
The Release Chart	Page	1840

ANY important exhibitors are swinging to the theory that the present 3-D and wide-screen confusions are good in themselves to the extent that they are fostering an unprecedented interest on the part of the public in motion picture entertainment. They feel that standardization on any one system now would freeze the industry into a pattern which might or might not continue to hold the patrons' favor. The more thoughtful among them admit that basic equipment should be available which could be adapted with minor changes to take care of most of the foresee-able developments. That kind of equipment seems to be on the way, in any case.

- At a press conference in New York Tuesday, A. W. Schwalberg, president of Paramount Film Distributing Corporation, advised the trade to "forget the term Paravision" in connection with Paramount's new policy of shooting all future pictures with the 1.66-to-1 aspect ratio in mind. Paramount, said Mr. Schwalberg, does not want to give exhibitors the impression that they have a complicated and secret process requiring special equipment. The company instead is advocating a manner of projection which any exhibitor can use with existing equipment available today from any supply house. See story on page 13.
- After July 15 the 3-D spectacles manufactured by the Polaroid Corporation of America will be available to supply dealers and anyone else who wants to stock them. On that date an exclusive contract between Milton Gunzberg and Polaroid will expire. According to the company there will be no franchise arrangements whereby individual dealers could acquire the exclusive rights to a particular territory.
- ▶ All the recent Congressional clamor about color television apparently overlooked one thing: no matter what the pressure from Capitol Hill, the FCC can't act on that until the industry asks for approval of a new system. And so far, the industry hasn't asked.

# ON THE HORIZON

- ▶ The Compo tax committee urges exhibitors not to relax pressure on their Congressmen in spite of the fact that gloomy predictions from the Administration and from Congress this week about the chances of balancing the budget next year are not helping the chances of passing the Mason admission tax repeal bill. One member of the House Ways and Means Committee, sympathetic to the bill, said it's still too early to write it off, but that certainly its chances have not improved any in the last few days.
- ▶ At midweek there was no indication what the "important development" to be announced by Allied next Tuesday might be. Abram Myers, chairman and general counsel, this week announced a press conference at Allied's Washington office at which he, Trueman Rembusch, Wilbur Snaper, and "an important figure in another division of the business" will have "a development of the highest importance . . ." to announce.
- ► The Paramount Pictures studio last week shot its first television commercial, a one minute film for the Lux Video theatre on CBS in which Paramount get a strong plug for George Stevens' "Shane." Scheduled for broadcasting in June the commercial takes in sets representing the dressing rooms of Lizabeth Scott, Rhonda Fleming and Arlene Dahl.
- ▶ Hollywood is eying closely Paramount Producer Pat Duggan's undertaking (in "Red Garters," which went into production this week) to film a big-scale Western musical in Technicolor against a cyclorama painted in flat colors and with cutout scenery barely suggesting, in highly stylized manner, the full-fashioned sets of bar-room, hotellobby, etc., which have been built (or found) for every Western since "The Great Train Robbery." Pro-

ducer Duggan's venture has a good deal of stage about it, as indeed had Producer Duggan before giving up Broadway for Beverly Hills, and it's a \$2,000,000 bet whether film audiences will take his Western in the good-natured way it's intended. If they do, Hollywood may be depended on to find a hundred ways to capitalize on his and Paramount's daring.

- ▶ With the previewing next Monday night at the Universal-International studio in Hollywood of that company's 3-D picture, "It Came from Outer Space," on a screen 25 feet tall and in a 1.85-to-1 aspect ratio, the technological revolution may prove to have reached a point of subsidence. Although U-I, in common with an increasing number of major studios, favors 2-to-1 as the ultimate picture proportion, very little backlogged product, anywhere, can stand quite that much cropping. Many engineers feel, additionally, that it's better than not to educate audience eyes to the 1.85-to-1 width—a sort of stepping stone—before jumping all the way to 2-to-1.
- ▶ The day would never come when foreign pictures could play drive-in theatres, the industry experts opined some while ago. The titles were too small to be read by the car patrons. Dubbing, however, seems to have changed all this. "Bitter Rice," for instance, the IFE Italian import, dubbed into English, has now played in more than 900 drive-ins, the company reported in New York last week.
- ▶ Taft-Hartley law changes, which affect studio groups particularly, may be taken up in a special Fall session of Congress, it is believed. House and Senate leaders think it will be hard to fit the labor law fight into the schedule before adjournment this summer, and that the bill is too controversial to take up in 1954, an election year. The Fall session seems one way out of the dilemma.
- ► The Motion Picture Exhibitors of Florida have come up with a slogan for the tax fight—"The theatre you save might be your own."

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# This week in pictures



HONORING A FRIEND OF THE INDUSTRY, Francis S. Murphy, retiring editorpublisher of the Hartford Times. In Hartford last week at the dinner, left: Willard B. Rogers, hotel executive; Harry F. Shaw, Loew's Poli division manager; Allen Widem, Hartford Times; Dan Terrell, MGM publicity-exploitation manager; Mr. Murphy; S. F. Seadler, MGM advertising manager; Ernest Emerling, Loew's Theatres advertising-publicity director; Mori Krushen, United Artists exploitation manager; and Lou Brown, Loew's Poli theatres.



Photos by the Herali

BETWEEN SESSIONS, below, at the annual convention of the North Central Allied, in Minneapolis last week. In left to right array are Sig Goldberg, Wisconsin Allied president; Bernard Kirchen, Garrison, N. D.; Art Bean, Minot, N. D.; Lowell Kaplan, Minneapolis; Ben Berger, president; Leon Bamberger, RKO Radio sales promotion manager; and Stanley Kane, NCA executive counsel.



FINAL SCENES of "The Joe Louis Story," left, in Long Island City, New York. Above, producer Sterling Silliphant explains some of the action to invited guests of newspaper, radio, trade, and sports worlds.





by the Herald

MANUEL CONDE, left, producer, director, and star in "Genghis Khan," United Artists release, is in New York from the Philippines. He said he hopes to produce wide screen films in English in his native country. He also plans a picture in Italy.





IN LONDON, a deal, between Jack Solomons, boxing promoter, and Michael Goodman, film producer. The latter obtains the rights to the forthcoming middleweight championship fight between Randolph Turpin, England; and Charles Humez, France. The fight will be June 9, at London's "White City."

IN LONDON, below, as Samuel

Goldwyn, right, pronounced a number of views. With him at the

Claridge's Hotel press interview is Robert Wolff, managing direc-

tor of RKO Radio in Great Brit-



AT THE OFFICERS' INSTALLATION of the Sentry Lodge, B'nai B'rith, Boston: Maurice Wolfe, who was toastmaster; Burton Robbins, president of the Cinema Lodge, New York, who made the investment; George Roberts, new Sentry Lodge president; and Samuel Pinanski, retiring president.

AS WARNERS' 3-D was introduced to the British. The men above were at the luncheon which followed the trade and press preview of "House of Wax" in London. They are Charles Wackett, Warner Theatre, London, technical manager; Arthur S. Abeles, managing director for Warners in Great Britain; Carl Stack, general sales manager; C. J. Cass, Leeds; and Charles Gingell, circuit manager.

THE TRANSACTION below is for the exclusive territorial franchise in The Philippines for International United product. At the New York office are Karl Nathan, Finat International, Philippines; Samuel Gang, New York representative; Nat Liebeskind, International vice-president, and David Gould.





by the Herald

#### Cinerama in Throes of a Realignment

The board of directors of Cinerama Productions went into their second week of meetings Monday in New York and at midweek had still not made any decision concerning a possible financial and management tie-in with Stanley Warner Theatres.

A deal whereby exclusive exhibition and distribution rights to the wide-screen process would be granted to Stanley Warner was revealed at the end of last week following the resignation from the Cinerama board of Cornelius Vanderbilt Whitney. The resignations of Mr. Whitney's associates in the company, Merian C. Cooper and Tom Perkins, were expected to follow shortly.

Meanwhile, the company has designated Lester B. Isaac to fill the post vacated by Joseph Kaufman as general manager of the company's theatre operations. Mr. Isaac, until Mr. Kaufman's resignation, was assistant general manager of theatre operations in charge of technical services, and before joining the company, was director of visual and sound projection at Loew's.

Mr. Kaufman's resignation was said to have no connection with the company's financial problem of raising working capital and the resignation of Mr. Whitney. Mr. Kaufman reportedly handed in his resignation about three weeks ago following a lack of agreement with management over a new employment contract on salary.

Mr. Whitney's resignation reportedly followed his offer to put substantial new money into Cinerama to provide it with necessary working capital in return for new stock to be issued to him, equal to a half interest in the company.

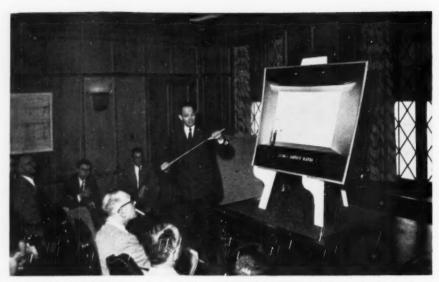
Cinerama directors, according to the report, rejected the offer since it gave Mr. Whitney control of the company at a price they regarded as inadequate.

#### U-I Executives to Attend Premiere of "Thunder"

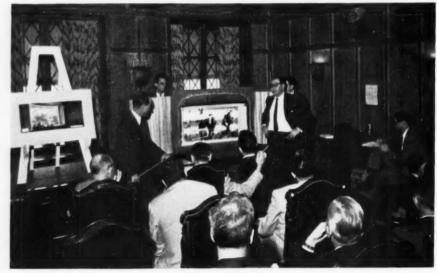
Universal-International studio executives headed by William Goetz, in charge of production, and Edward Muhl, vice-president and general production executive, are scheduled to come to New York for the premiere of "Thunder Bay" at Loew's State May 19, marking the debut of U-I's full stage screen and stereophonic sound system. Milton R. Rackmil, company president, and Alfred Daff, executive vice-president, will also return from Hollywood for the opening.

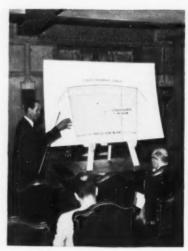
#### Set 3-D 20th-Fox Film

"Inferno," initial three-dimensional film to be presented by 20th Century-Fox, filmed in color by Technicolor, with stereophonic directional sound, will go into national release July 15. Robert Ryan and Rhonda Fleming are starred,



GRAPHIC ILLUSTRATION of Paramount's recommended aspect ratio of 1:66 to 1, above, by Dr. Charles Daily, of the research department. Below, theatre proscenium design, left, and differences in ratios as shown in a shadow box, right. Speaking is Jerome Pickman, advertising-publicity chief.





DR. DAILY points out, among other displays of a technical nature, the screen curvature.



UNIVERSAL'S TEAM, Stanley Horsley, and Morris Weiner, studio manager, as they explained their recommendation of 1:85 to 1.

## NEW PATTERN EMERGES TO SAFEGUARD BACKLOG

#### Projection Technique Can Give a "Wide-Look" to Conventional Pictures

by VINCENT CANBY

This week a measure of order appeared to be emerging from what has in the past appeared to be the chaos of new processes and accompanying press releases. The order is in the field of the wite-screen processes announced in recent weeks by Universal, Paramount, Columbia and MGM.

Although not stated in so many words, that was the impression in New York after a conference of Paramount executives Tuesday to explain their new 1.66 to 1 aspect ratio projection technique and at another conference by two Universal engineers to supervise installation of that company's 1.85 to 1 screen for the Loew's State premiere of "Thunder Bay" May 19.

#### All Based on Masking Projector Apertures

The order lies in the fact that the companies listed above have committed themselves to safeguarding the current backlog of product and thus have developed projection techniques designed to give the new "wide-look" to conventionally photographed product.

In each case, this is accomplished by masking the projector aperture plate, using lenses of different focal length and installing an all-purpose maskless screen. In each case, too, the film itself remains the size it always has been, perfectly capable of being projected in the conventional 1.33 to 1 (4 to 3) aspect ratio.

Participants at the Universal and Paramount conferences emphasized that their companies were not going into the equipment field, but that their research staffs were on hand simply to advise on procedures for

the best projection results.

Speaking for Universal was Morris Weiner, studio manager, who described the work being done for the presentation of "Thunder Bay" on the new 1,000 square foot Loew's screen—three times the ordinary size. The screen, said Mr. Weiner, is 46 feet wide by 24 feet high and, sprayed with a metallic paint solution, and offers a light reflecting factor of 4 to 1 which makes possible the new size with adequate light.

#### Adaptable for Showing Any Hollywood Feature

The Paramount-recommended screen, described by A. W. Schwalberg, president of Paramount Film Distributing Corporation, and by Dr. Charles Daily, a member of Paramount's research department, also features a metallic surface which makes possible presentation "of any picture which will

# 4 SOUND TRACKS ON FILM WITH CINEMASCOPE PICTURE

Twentieth Century-Fox announced this week that it has solved the problem of putting the four magnetic sound tracks used in its stereophonic sound with the picture on a single 35mm film strip.

According to 20th Century-Fox president, Spyros Skouras, the single-film system will become an integral part of 20th-Fox's CinemaScope process which embraces the anamorphic lens and the Miracle Mirror Screen.

To accommodate the quartet of magnetic sound tracks, Earl I. Sponable, the company's research director, and his staff narrowed the sprocket holes on the standard 35nm film from .110 to .078 inches. Two of the tracks are placed on either side of the picture. Changes required in the projector are a slight reduction in width of the teeth of

a slight reduction in width of the teeth of the intermittent and other sprockets and the addition of a simple multiple film-driven sound head installed between the upper magazine and the regular projection head. The new sound head is being produced by General Precision, RCA, Altec and Westrex, the company said, and will be available, along with the anamorphic lens and Miracle Mirror Screen, for showings of "The Robe," first of 20 CinemaScope features thus far announced by 20th-Fox.

Heretofore it has been necessary to project stereophonic sound, as used with CinemaScope, from a separate track on a separate reproducer, creating problems of synchronization. Feasibility of the four-track single-film system was said to stem from the present day utilization of acetate film which, unlike nitrate film, has practically no shrinkage and therefore permits the use of smaller sprocket holes.

Mr. Skouras will leave May 22 for

Mr. Skouras will leave May 22 for Europe to attend a number of CinemaScope demonstrations in important capitals there. He will be accompanied by Mr. Sponable and Murray Silverstone, president of 20th-

Fox International,

come out of Hollywood." This includes 3-D and the various wide-screen systems.

The importance of a light-surround or maskless screen was emphasized by Paramount's Dr. Daily and Universal's Mr. Weiner. The latter also announced that it would be Universal who would sponsor the first "marriage" of 3-D and wide-screen when its "It Came from Outer Space" opens May 27 at the RKO Hillstreet and Pantages theatres in Los Angeles.

Filmed in 4 to 3 aspect ratio and in the "conventional" two-camera 3-D method, "Outer Space" will be projected in an aspect ratio of L85 to 1 at both the Los Angeles houses. The screens for the presentation will be substantially the same in size and material as the prototype being installed at Loew's State for "Thunder Bay."

Mr. Weiner said the use of the lightsurround would increase the effect of the size of the screen so important in 3-D projection, when the screen tends to look like a "window" much smaller than it actually is,

Neither Mr. Schwalberg nor Dr. Daily would estimate the cost to the exhibitor for the Paramount-advocated screen because of the many variable factors involved. Mr. Schwalberg repeated several times during the conference that Paramount had no intention of cornering any equipment market but was primarily interested in opening up

"new methods of projection" which the exhibitor can adopt as he sees fit. He also said the company had decided to shoot all future product with the 1.66 to 1 aspect ratio in mind.

There are three things, he added, which he would like to see exhibitors do: install a larger screen—many theatres can handle much larger screens than they now have, he said; change the shape of the front of the house (the screen end) by installation of light-surround to get maximum light diffusion; and make the screens metallic.

Mr. Weiner and Mr. Schwalberg both indicated that many exhibitors would do well to "clean up" their projection equipment and that the changes required for wide-screen presentation were probably long-overdue anyway. The screens proposed by both companies, being capable of handling projection of pictures having aspect ratios ranging from 1.33 to 1 up to 2 to 1, thus will serve the need of the wide-screen systems announced by Columbia (1.85 to 1) and MGM (from 1.33 to 1 to 2 to 1).

Hollywood's "battle of the systems" is now for all intents and purposes a threecornered affair. In the corners are true 3-D (even now being adapted by Universal to wide-screen uses), the aperture-masking wide-screen systems noted above, and 20th Century-Fox's 2.66 to 1 CinemaScope.

## Terry Ramsaye Says

#### . . . . . .

#### LATEST FRIESE-GREENE DEBACLE

THE AURA of ill-destiny in the unhappy, ineffectual career of Willie Greene, known in his dim niche of history as William Friese-Greene, has reached into today's financial history of the British governmental political efforts in cinema.

A dispatch from Peter Burnup, The Herald's London editor, concerning an official report from the Government film bank, the National Film Finance Corporation, to the Board of Trade, includes:

The report makes for dismal reading by all concerned. The hope expressed a year ago by the Corporation that its share of profits would in future be sufficient to offset any fresh provision required has not been realized. . . . what would have been a credit balance of £87,495 [converted] into a working loss over the year of £45,851.

¶ "This loss, it is stated, arises almost wholly from the disastrous box office failure of 'The Magic Box,' the all-industry film made to commemorate the Festival of Britain and to establish that Friese-Greene was the true inventor of cinematography. N.F.F.C. made a large loan in aid of the production. In fact the Corporation lost nearly all the money it put into it."

Failure well earned for "The Magic Box" was composed of ill-advised but earnest patriotism in quest of a spectacular screen boast, in jealousy of America and Hollywood, that Britain was the motion picture's homeland. It enlisted the skillful service of some of Britain's most able picture makers, notable for their skills and courage implemented by their innocence and ignorance in the history of the screen.

When the project was announced Terry Ramsaye wrote in vigorous exception to the project from the historian's point of view and out of the information acquired in years of research. His position seemed shared, less articulately, by scientific authority in Britain. He drew much vindictive attack in print, mostly in letters to the papers.

The production emerged eventually and expensively in lush Technicolor, an America process, documenting no claims for Friese-Greene's priorities, trying luke warmly to hint at them and ending with only that he was "a pioneer."

The picture was not delivered in time for the Festival of Britain, it opened to

indifference in English theatres and on importation to the "art house" trade has been having kindred experience in the United States. It also failed of a command performance in England.

Mr. Ramsaye seeks at this time to draw attention to the British banking report by the several participant producers of "The Magic Box" who sent this side a roundrobin of personal denunciation. They appear to have been wrong by about £225,000 that Britain could ill-afford.

UROPEAN FILM CONSPIRACY—
Considerably more in sympathy than resentment one may regard the announcement that there is a European project to unite all various national cinema resources to compete with America. It comes in a dispatch from Strasbourg con-

comes in a dispatch from Strasbourg concerning a meeting of the "Council of Europe" which seems big enough to rate attention anyway from Reuters' able news service, which calls it Europe's "unofficial parliament."

The spokesman was Gerard Jacquet, French delegate, apparently supported by others from Italy, Germany, the Netherlands, Belgium and the Saar. The proposal is for a study of means to establish a pool of talent and resources, a defensive endeavor against American dominance of the world screen.

Without intent of prejudice, this observer says it would not work, and probably will never get beyond pieces in the paper. If achieved it would destroy the qualities that the varied European cultures have to give.

While it is not the particular responsibility of the European film makers, one would be more interested in hearing from them and the likes of them something addressed at other problems of unity which seem slightly more argent than jealousies of Hollywood. Also, although maybe they do not know it, the United States gave them the art of the motion picture.

A BREATH of new-mown hay floats in the flow of movie publicity routine with the tidings from Mervin Houser that Arthur Hunnicutt, playing in a prospector role in "Split Second," is incidentally a farmer in Arkansas. It is asserted that Mr. Hunnicutt raises two hundred acres of clover, and took off 800 bales with his first crop.

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That's a lot of hay.

#### Marciano-Walcott 3-D Films on Screens Monday

The 3-D films of the Rocky Marciano-Jersey Joe Walcott heavyweight championship fight in Chicago Friday night were scheduled to be flown to the coast for processing 30 minutes after the end of the bout and be ready for the nation's screens by next Monday morning. To make the quick service possible, United Artists announced in New York this week that a special plane had been chartered for the trip and that arrangements were made to have the printing completed this weekend.

#### MGM Schedules Two New Wide-Screen Openings

MGM's "Julius Caesar" will be presented at the Booth theatre in New York on a wide-screen and with stereophonic sound when it opens on a two-a-day basis June 3. Also Radio City Music Hall will utilize a "large screen" for MGM's "Young Bess" which will follow the current attraction. Russell V. Downing, president and managing director of the Hall, said the screen for "Young Bess" will probably be similar to the dimensions used for "Shane," that is 50 feet by 30 feet.

#### Gunzburg to Distribute Stereophonic Sound Kit

Milton Gunzburg, president of the Natural Vision Corporation, announced this week in Hollywood the formation of Natural Sound Corporation for the exclusive distribution of the Kinevox Stereophonic Sound System. The Natural Sound package, consisting of one complete stereophonic reproducer with acoustical amplifiers, along with three separate Stevens speaker units, will sell for \$5,510 f.o.b. Burbank, California. According to Colin Miller, Natural Sound general sales manager, this is cheaper "by \$3,000 to \$6,000 than any system of comparable quality."

### Columbia Will Open "Fort Ti" on Wide Screen

Columbia Pictures will unveil its first wide screen 3-D production with the opening Friday, May 29, at the Criterion theatre, New York, of the Technicolor "Fort Ti" instead of "The 5,000 Fingers of Dr. T." The film will be projected on a screen with a ratio of 1.85 to 1. A stereophonic sound system will be employed. The Criterion plans completely to refurbish the house. In addition to the new wide screen, the theatre is installing an entirely new sound system.

#### "Sangaree" Premiere In Savannah May 26

"Sangaree," Paramount's 3-D film in color by Technicolor, will have a world premiere at Savannah, Ga., at the Lucas and Savannah theatres May 26. Many activities are planned. Arlene Dahl co-stars with Fernando Lamas in the Pine-Thomas film. FLORIDA LIKE A URRICAN



Intrigue...mutiny...piracy...a passionate love story...and the sensuous background of the East Indies combine for spectacular entertainment in this roaring sea drama from the best-selling novel by Garland Roark, author of the boxoffice hit, "Wake Of The Red Witch." Brought to the screen in dramatic Trucolor...climaxed by the excitement of the volcanic eruption of Krakatau and one of the most sensational tidal waves ever filmed!



HERBERT J. YATES

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# FRED MacMURRAY VERA RALSTON

in

# FAIR WIND TO JAVA



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ROBERT DOUGLAS · VICTOR McLAGLEN
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CLAUDE JARMAN, JR. · GRANT WITHERS

Screen Play By RICHARD TREGASKIS

Based on the Novel By GARLAND ROARK Author of "Wake of the Red Witch"

Associate Producer-Director JOSEPH KANE

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# Now sweeping the Country in a saturation of Dates!

Booked Solid in Texas! Interstate Circuit Inc. • Rowley-United

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Metropolitan, Boston • 20th Century, Buffalo Paramount, Atlanta • Midwest, Oklahoma City

Orpheum, Seattle • Allyn, Hartford

Paramount, New Haven • Denver and Esquire, Denver Majestic, Providence • Lyric, Salt Lake

#### Wolcott Hits Practices of Distributors

DES MOINES: In a keynote address at the Iowa-Nebraska Allied convention here Monday and Tuesday, Leo Wolcott. Allied States delegate lashed out at what he called "well conceived plan" by the producers to close small theatres. He said 500 theatres already have closed and 5,000 more are scheduled for closing if the producers' attitude continues. He urged vigilance on the part of the independent theatre operator.

Wilbur Snaper, National Allied president, advised exhibitors to use caution in making changes in equipment now for any type of

projection.

Unable to attend the meeting were Abram F. Myers, general counsel of National Allied, William McCraw of Variety Clubs International, and H. M. Richey of MGM.

The demonstration of Col. B. J. Palmer's 3-D process, Stereocolor, did not materialize. R. E. Schensted, the inventor, was ill and could not give the scheduled showing. In giving a word picture of the invention Col. Palmer called Stereocolor "3-D in natural color, created with one black and white film." He said one camera is used to project the film on a screen 25 per cent wider than most 3-D screens. Illumination, he said, is 50 per cent greater than in ordinary 3-D projection and 100 per cent greater than 2-D black and white or color.

In the concluding session Wednesday, the convention condemned unfair trade practices in a resolution unanimously approved by the 200 delegates present. Producer-distributors engaging in such practices were asked to "quit them under penalty of law."

Singled out were: "Failure to regularly solicit independent exhibitors; forcing of undesirable pictures; maintaining an artificial shortage of picture releases; extortionate film rental demands and arbitrary bidding; arbitrary and unlawful clearances; print shortages, withholding desirable playdates from independent exhibitors and the maintenance and encouraging of the 'price and date' racket; the Gestapo-like practice of blind checking percentage and flat rentals; and pre-releases and roadshow pictures."

Other speakers were Robert Hoff, president of Theatre Equipment Supply Manufacturers Association, Bernie Mack and Mike Simons of MGM.

Hearings Would Settle Mayer, Rubin Pact Suit

A hearing has been set for May 26 in U. S. District Court in New York on proposals to settle two actions brought by Loew's stockholders attacking the validity of contractual relations between the company and Louis B. Mayer and J. Robert Rubin. Plaintiffs represent approximately 575 shares of te 5,142,615 shares of Loew's stock outstanding.

#### MANAGEMENT OF FOX BEATS GREEN IN STOCKHOLDER TILT

WILMINGTON, DEL.: Stockholders of 20th Century-Fox handed the Charles Green dissident group a sharp setback as the vote to end the cumulative voting method of electing directors to the company's board was disclosed last week. The stockholders' endorsement of the Spyros P. Skouras management was by a margin of four to one.

The vote was 1,699,440 in favor of management's proposal to 465,809 against. Thus a total of 2,165,249 shares were voted out of

2,769,000 outstanding.

Since the same proxies which were voted at the special meeting last week include the 20th Century-Fox stockholders' vote for members of the board, it is a foregone conclusion that the company's entire slate of 10 directors will be shown to have been elected when the tabulation is made at the regular annual meeting of stockholders in New York May 19.

The defeat is the first in a corporate proxy

contest to be experienced by Mr. Green, leader of the group which was opposed to the company's board and management, after a succession of victories extending over several years.

The elimination of cumulative voting definitely kills any chance of Mr. Green electing even one director to the company's board at the May 19 meeting. He now needs a majority vote to elect this slate of five directors to the board and that obviously

is beyond a possibility.

Also slated for defeat at the company's annual meeting are two resolutions proposed by Mr. Green. One would restrict the board, without consent of stockholders, from entering into contracts between the company and individual directors of the companies controlled by them. The other would restrain the company from paying compensation in excess of \$100,000 annually to anyone without specific approval of the stockholders.

#### General Precision Sales Rise: Declare Dividend

The General Precision Equipment Corporation and its subsidiary companies have reported increases of 158 per cent in the consolidated net sales for the first three months of 1953 over the corresponding period last year. The consolidated net sales for the first quarter totaled \$20,116,987 compared with \$7,780,008 for the similar period of the previous year. Net income was \$664,-910, compared to \$35,660. The directors have declared a dividend of 25 cents per share of common stock and a quarterly divident of \$1.25 per share on the cumulative preferred stock, series A, 1952. Both dividends are payable June 15 to holders of record May 25, 1953.

MGM Drops Lanza Suit

MGM will withdraw its suit against Mario Lanza for his failure to report to work for "The Student Prince," with the singer agreeing to give the studio the right to use his recordings of the musical score of the film.

**Defeat Sunday Features** 

A total of 568 ballots were cast as the citizens of Mount Holly, N. C., voted to eliminate the showing of motion pictures Sunday. The issue had been debated for months and ministers of the town circulated petitions calling for the vote.

Casino Signs Contract

The Casino Film Exchange, Inc., a New York distributor of German language films, has signed an exclusive booking contract with the Davis theatre, Chicago.

#### Allied Claims Violations

IV.ASHINGTON: Remarks of the Senate Small Business Committee during the trade practices hearings in Washington recently reflect committee members' views that prereleases and advanced admissions violate the consent decree in the Paramount case, National Allied has informed regional members. These comments were contained in a bulletin issued by Abram F. Myers, general counsel

Allied contends assertions by distributor representatives at the hearings that exhibitors can charge any price they want can be reduced to what Allied describes as a "flimsy" argument. The argument, Allied says, is this: "That the distributors can ascertain from an exhibitor what prices he intends to charge during the run of a particular picture and accept or reject the exhibitor's offer on the basis of the information so furnished without violating the injunction against granting any license in which the minimum prices for admission are fixed by the parties in any manner or by any means."

Allied, in a summary of the Washington hearings, praised Rube Shor, operator of the Twin Drive-in theatre in Cincinnait, for his refusal to increase prices for the showing of "Peter Pan."

Columbia Signs Carey

Philip Carey has been signed to a Columbia contract and will make his debut for the company in the 3-D Technicolor Western, "Gun Fury," with Rock Hudson.

BOXOFFIGE



MAN ON A

4th Big Week,
picture of the

THERE'S NO BUSINESS

Titanic business everywhere in 327 dayand-date engagements across the nation!

TITANIC starring CLIFTON WEBB . BARBARA STANWYCK ROBERT WAGNER · AUDREY DALTON · THELMA RITTER with Brian Aherne · Richard Basehart · Produced by CHARLES BRACKETT · Directed by JEAN NEGULESCO · Written by CHARLES BRACKETT, WALTER REISCH and RICHARD BREEN

Terrific at Mayfair, N.Y.! Socko at L.A.! Smashing rerrire at may tair, N. F.: Jucku at L.M.: Jillusilling
lerrire at may tair, Nouse record at Odeon, London!

all-time "Desert Fox"

THE DESERT RATS starring RICHARD BURTON . ROBERT NEWTON with Robert Douglas • Torin Thatcher and JAMES MASON as ROMMEL · Produced by ROBERT L. JACKS Directed by ROBERT WISE . Written by RICHARD MURPHY

IGHTROPE Los Angeles! LIFE Magazine's week!

MAN ON A TIGHTROPE starring FREDRIC MARCH . TERRY MOORE . GLORIA GRAHAME . CAMERON MITCHELL with Adolphe Menjou . Robert Beatty . Produced by ROBERT L. JACKS · Associate Producer Gerd Oswald · Directed by ELIA KAZAN . Screenplay by ROBERT E. SHERWOOD

TURY-FOX BUSINESS!

## ALLIED ARTISTS Kansas and MEETS MONDAY Missouri

#### International Convention to Have Delegates from 50 Nation's Attending

MIAMI: Approximately 150 delegates, representing 50 nations, will be on hand here Monday, May 18, for Allied Artists' first



Steve Broidy

three - day internation sales convention, taking place at Roney Plaza Hotel. The convention was called by Steve Broidy, AA president. Norton V. Ritchey, president of the company's foreign subsidiary, will preside.

The delegates from the United Kingdom will be welcomed by British

Consul A. W. R. Taylor. Also on hand to greet these and other arrivals will be Mr. Broidy, Mr. Ritchey, George D. Burrows, M. E. Goldstein, Edward Morey, G. Ralph Branton and Harold Mirisch, vice-presidents; Walter Mirisch, executive producer, and Miss Miami Beach,

The largest contingent will be from the United Kingdom. It will comprise 46 sales executives, managers and salesmen of Associated British-Pathe, Allied Artists dis-

This group will be headed by MacGregor Scott, general sales manager, and Ken Murray, secretary of the company, and will include T. V. Comer and P. Giles, executive delegates from the ABC Theatre Circuit, and C. G. Dickinson, AA's United Kingdom representative.

Robert J. O'Donnell, executive of the Interstate Circuit, who will be a special guest at the convention, will address the delegates at a luncheon-meeting Monday on 3-D. At this session, Mayor Lee Powell of Miami Beach officially will welcome the delgates to his city. Sonny Shepherd of Wometco Theatres will be the luncheon chairman.

#### Veronica Hurst a Guest

Another special guest will be Veronica Hurst, Associated British Pictures contract player borrowed by Allied Artists to star in the recently completed "The Maze," the company's first three-dimension picture, and "The Royal African Rifles," filmed in color.

The Latin-American group is to be headed by Bernard J. Gates, special supervisor. Ernest Wettstein, Paris, European continental representative, also will attend.

Business sessions of the convention will be launched with a meeting of all delegates at which the official welcome will be made by Mr. Broidy.

Subsequently, separate meetings of the foreign and domestic groups will be held during the three-day period, with Mr. Ritchey presiding at the foreign sessions and Mr. Goldstein, general sales manager, wielding the gavel at the domestic confer-

During one of the latter sessions, Mr. Goldstein will announce winners in the Morey Goldstein Billings Drive which was conducted on a national level earlier this

The convention will be concluded Wednesday night with a banquet.

#### Allied Artists Announces Three June Releases

Allied Artists will release three new films during June, it was announced by M. R. Goldstein, vice-president and general sales "Son of Belle Starr," filmed in manager. color, starring Keith Larsen, will be released June 28; "Safari Drums," starring Johnny Sheffield, is set for release June 21, and "Murder Without Tears," featuring Craig Stevens and Joyce Holden, will open the month's releases, June 14. The company's remaining May releases are "Roar of the Crowd," "Loose in London" and "Rebel

South Carolina Theatre Files Against Majors

The Carver Theatre Co., Rock Hill, S. C., operating the Carver theatre, has filed a \$2,225,000 anti-trust suit against the nine major distributing companies in Federal Court in New York. In the complaint, the company charges it has been forced to play pictures as late as one year after competing theatres. The action states that the Stevenson circuit and the Robert Bryant circuit, each operating two theatres in the area, conspired with distributors to prevent the Carver from obtaining pictures and caused the Carver to suffer loss of its lease. The defendants in the suit were Columbia, Loew's, Monogram (Allied Artists), Paramount, Republic, 20th Century-Fox, United Artists, Universal and Warner Brothers.

#### Schedule Annual Visit To Rogers Hospital

Accompanied by trade press representatives, the officers and directors of the Variety Club's Will Rogers Memorial Hospital, Saranac Lake, N. Y., will make their second annual visit to the hospital, June 26. The group will tour the hospital, under the direction of A. Montague, Columbia vicepresident, and inspect the improvements made during the past year. During the visit, the Harold Rodner Memorial plaque will be unvailed in the newly redecorated main lounge of the hospital.

# Allied Moots

KANSAS CITY: The sixth annual convention of the Allied Independent Theatre Owners of Kansas and Missouri, opening Wednesday at the Phillips Hotel, was urged by Wilbur Snaper, president of National Allied, to keep calm and move cautiously in the state of confusion as to new types of 3-D presentation.

Mr. Snaper further urged exhibitors to have the courage of their knowledge of their own business, and convictions, in buying film, suggesting that if an exhibitor feels that film prices are forcing him out of pictures he might as well go without film as with them.

Mr. Snaper and Beverly Miller reported on the Senate Small Business Committee hearings, expressing gratification at the understanding of film industry terminology and operations shown by Senators.

In speaking of the admissions tax removal campaign, the National Allied chief declared that many steps remain and that exhibitors should by no means discontinue their activi-The film prepared by Colonel Cole and Pat McGee for showing to Congress in the repeal campaign was screened for the convention and a letter of appreciation ordered sent to these two.

The convention visitors were scheduled to see "House of Wax" as guests of the RKO Missouri and Warner Bros. on Thursday and also to see a special screening of Columbia's "Fort Ti" at the Paramount. Jay Wooten, president, presided at the two-day

#### Women's Clubs Rate Year Finest in Film History

The American public saw a greater number of outstanding motion pictures during the year ending March 31, 1953, than in any other year on record, it was disclosed in the annual film survey of the motion picture committee of the General Federation of Women's Clubs. Mrs. Dean Gray Edwards, chairman of the film division, which appraises pictures for the guidance of its 11,000,000 members, announced that of the films released in U.S. theatres during the year, the committee found 154 worth recommending. Of this group, 78 films were awarded the committee's merit ratings.

#### Film History of Industry Planned for September

A semi-documentary film on the history of the motion picture industry, "Yesterday and Today," is planned for release in September, it was announced by Abner J. Greshler, an independent producer. Narrated by George Jessel, the film will contain footage from 1893 to the present. Clips from films made in foreign countries will also be included in this 65-minute feature.

#### Paramount Sales Heads Will Meet

The annual sales meeting of Paramount Film Distributing Corporation was to be held May 15 through 17 at the Bismark Hotel, Chicago, it was announced last week at the home office by A. W. Schwalberg, president.

The meeting was to be attended by division managers, branch managers, the field exploitation staff and a contingent of home office representatives including E. K. (Ted) O'Shea, distribution vice-president; Jerry Pickman, vice-president in charge of advertising, publicity and exploitation; Oscar Morgan, short subjects sales manager; Monroe Goodman, assistant to Mr. Schwalberg; Robert J. Rubin, assistant to Barney Balaban, president of Paramount Pictures, and Sid Mesibov, exploitation manager. Mr. Schwalberg will preside.

Forthcoming Paramount product and the nature and extent of promotion planned for these releases provide the central theme of the annual meeting. New large-screen achievements by Paramount studio engineers was to be discussed by Dr. Charles R. Daily of the Paramount studio's technical research

department.

The pictures around which discussion will revolve include "Sangaree, "Paramount's first 3-D production; "Stalag 17," Billy Wilder's screen version of the famous Broadway play of the same title; "The Vanquished," Technicolor drama of post-Civil War reconstruction in the South; "Houdini," film biography in Technicolor of the world famous magician and escape artist; "Roman Holiday," William Wyler's comedy starring Gregory Peck and Audrey Hepburn, and "Shane," George Stevens' saga of the West, also in Technicolor

Mr. Pickman will conduct special meetings of the field exploitation staff on the individual campaigns which have been drafted for forthcoming releases. He also will analyze for the delegates the advertising and publicity campaigns which have been conducted jointly in New York by Paramount and Radio City Music Hall where the production "Shane" is now playing.

# People in The News

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HARRY THOMAS has resigned as general sales manager of Souvaine Selective Pictures. Before joining Souvaine, Mr. Thomas was an independent producer, president of PRC, and an executive of Monogram.

LOU J. KAUFMAN, executive of Warner Theatres for more than 20 years, was given a farewell dinner by his associates Monday at the Hotel Astor in New York. Mr. Kaufman is retiring.

MRS. VIRGINIA ROLLWAGE COLLIER has been reelected president of the Motion Picture and Television Council of the District of Columbia. Frank La Falce was elected vice-president; Mrs. Luther Graves, recording secretary; Mrs. John J. O'Neill, treasurer, and Mrs. Evelyn C. Adams, corresponding secretary.

FRANKLIN McCarthy has been elected to the board of directors of Republic Pictures Corporation. Mr. McCarthy is an executive with Eastman Dillon and Company.

Bert Ennis has been engaged by the Altec Service Corporation to conduct a promotional campaign in behalf of stereophonic sound systems, it was announced by L. D. NETTER, JR., general sales manager.

CHARLES B. Moss, of the B. S. Moss Company, has been named to head a special drive for the United Jewish Appeal among the purchasing agents of the amusements division. Solomon M. Strausberg, of the Interboro Theatre Circuit, is chairman of the independent exhibitors' committee.

JIM Britt, sports announcer, has been voted the "Great Heart" award by the Variety Club of New England for his work in behalf of the Jimmy Fund. Mr. Britt will be honored by the group at a banquet at the Hotel Statler in Boston, June 18. WILLIAM S. KOSTER is in charge of arrangements.

KAY NORTON and RICHARD CONDON have formed a public relations firm, Norton and Condon, Inc., in New York. Miss Norton was formerly publicity manager at RKO, and Mr. Condon was advertising, publicity and exploitation director for RKO.

#### Neil Agnew Appointed To Republic Position

Neil Agnew has been appointed special assistant to Herbert J. Yates, president of Republic Pictures, it was announced Wednesday. Mr. Agnew has served in many capacities, including nine years as vice-president in charge of distribution for Paramount Pictures. He has also been president of the Selznick Releasing Organization and founder of the Motion Picture Sales Corporation.

#### C. J. Scollard Joins National Screen Service

Clinton J. (Pat) Scollard has joined National Screen Service in a special executive capacity, working directly under Herman Robbins, president, it was announced this

week. Mr. Scollard has had broad experience in the fields of distribution, sales and exchange operations, in a variety of executive capacities. Prior to his most recent association with United Artists as executive vice-president, he was executive assistant to the vice-president in charge of distribution at Paramount, executive vice-president of Pathe, and treasurer of Film Booking Offices. He entered the motion picture industry as manager of exchange operations for Film Booking Offices in New York.

#### Western Theatre Group Reelects Rotus Harvey

SAN FRANCISCO: Rotus Harvey was reelected president of the Western Theatre Owners at a recent meeting here. Other officers elected in the group's two-day meet were J. Rodger Mendenhall, Jack Suckstorff, Art Bowen, Homer I. Tegtmeier, William Graeper, Burton I. Jones and Sam Gillette, vice-presidents; Ben Levin, treasurer, and Hannah K. Oppie, executive secretary. The members of the organization reaffirmed their support of a voluntary system of industry arbitration and restated their objections to the Federal Government's 16mm suit.

#### Universal Signs Ballerina

Universal-International has signed Ludmila Tcherina, a noted ballerina, to a long term contract, it was announced by William Goetz, production head.

#### In Memoriam

MAURICE D. "RED" KANN

April 3, 1899

May 15, 1952

YOUR TOP **BOXOFFICE** STARS' SPOOK-BUSTING **RECORD-**BUSTER LAUNCHED BY **PARAMOUNT** IN 400 **DECORATION** DAY DATES!



# "BIG GROSSING ENTRY!" REPORTS FILM DAILY. IN FACT, PROFIT IS WRITTEN ALL OVER IT:













NATIONALLY ADVERTISED TO TOTAL MARKET SATURATION IN LOOK, SATURDAY EVENING POST, AMERICAN WEEKLY AND FAN LIST.

# Hollywood Scene

by WILLIAM R. WEAVER

Hollywood Editor

THE craft union workers lucky enough to have been still employed by the studios as of March were averaging a weekly wage of \$112.10, the highest paid any classification of workers in California, according to the monthly report of this fortunate commonwealth's Department of Industrial Relations. The work week averaged 40.4 hours.

Newspapering, interestingly, was the next-highest paid work in California, averaging \$101.40 for a 36.1-hour week in the San Francisco-Oakland area and \$97.08 for a 35.9-hour week around Los Angeles.

Now if the second-highest paid workers would bear down on writing the right stuff in their newspapers, so the highest-paid workers' jobs might last them out longer, thus preventing their dropping down into the second-highest paid field and nudging out some encumbents—everybody would wind up happy about the whole thing.

HE ladies and gentlemen of the second-THE ladies and gentiemen of the second highest paid profession who happen to have the coverage and evaluation of the motion picture and its affairs in their orbit of attention are having their lives complicated for them, incidentally, by the technological revolution. For most of them it was quite enough to have to look at 300-plus pictures a year with a reasonably critical eye and write that many reviews, reports-what you will-about them. In the beginning this was an obligation requiring exercise of the sense of sight only. Then the Warner boys gave the movies a tongue, and the ear came into required use. But look at the job the screen press is up against today!

#### Reviewer Must Report on Shape and Dimensions

No longer can a responsible reviewer settle for telling his readers about the story, the acting, the direction and perhaps the coloration of a picture. Nowadays he's got to tell them, also, what shape it is, what size it was where he saw it, how many dimensions it had, and where the sound seemed to be coming from. Somewhat, for crude instance, thus:

"Exhibited in deep 3-D on a super-sized screen cut to a 2 to 1 aspect ratio and with stereophonic sound and fury channeled through 24 speakers completely encircling the auditorium, the picture was so grand technologically that nobody cared whether it was any good or not—this last being the clowning technological triumph of them all."

Ah for the calm, uncomplicated life of a studio carpenter with nothing to do but build a set today and knock it down tomorrow.



MORE seriously, the production slow-down is doing the 250-odd resident correspondents of the national and international press no good at all. When you've got a third as many pictures going as is normal for the season, they have a third as much news of the right kind to write for their publications. But they've got the same amount of space to fill. So they haven't much choice save to write the kind of news they've got, which is largely of the shutdown, of the wage cuts, the economies, and of course the technologies, too commonly described as desperation measure, life-savers, and so on. This, admirably intentioned as it may be, for most of the resident correspondents wish the movies well, adds up to a bad press. What that adds up to is no



THEY started four pictures during the week, and finished 11 others, winding up with a total of 16 shooting at weekends. This is as near as Hollywood has come to a dead stop since nobody remembers when, if ever. It may not be fatal, but nobody argues that it's good. Unemployment never is, and that's the correct word for the current condition, call it lull, hiatus or what you will. Bleak prospect.

One of the new undertakings is in 3-D. It is "Outlaw Territory," being produced in Pathecolor by Jerry Thomas for Jack Broder, and co-directed by John Ireland and Lee Garmes. Ireland also acts in the picture with Macdonald Carey, Joanne Dru, Don Haggerty, Ralph Dumke, Frank Ferguson and others.

#### Allied Artists Sign British Star for Second Film

Color also is being employed in the making of "The Royal Rifles" for Allied Artists. Louis Hayward and Veronica Hurst, the latter a British actress brought over for AA's "The Maze" and so well regarded in that as to be held over for this, are costarred in this production by Richard Heermance directed by Leslie Selander.

MGM is filming "Crest of the Wave" in London, with John and Roy Houlting coproducing and co-directing, and with Gene Kelly and Jeff Richards heading the cast.

Federated Films is producing "The Joe Louis Story" in New York for United Artists release. Stirling Silliphant is producing this one, with Robert Gordon as direc-

#### 

## THIS WEEK IN PRODUCTION:

#### STARTED (4)

ALLIED ARTISTS

The Royal African Rifles

INDEPENDENT

Outlaw Territory (Jack Broder Prod.-3-D Pathecolor) The Joe Louis Story (Federated Films, Inc., United Artists release, (N. Y.)

MGM

Crest of the Wave

#### COMPLETED (11)

ALLIED ARTISTS

Vigilante Terror The Maze (3-D)

COLUMBIA

I Ride Alone (Scott-Brown Prod., 3-D, Technicolor)

INDEPENDENT

The World for Ransom (Plaza Prod.) I, The Jury (Parklane Prod.-U.A. release) Money From Home (Hal Wallis Prod., мем

Half a Hero

PARAMOUNT

Elephant Walk (Technicolor)

RKO RADIO

Second Chance (3-D, Eastman Color)

20TH CENTURY-FOX

Be Prepared

UNIVERSAL INT'L

Ma and Pa Kettle

Hit the Road Home

#### Technicolor, 3-D) SHOOTING (12)

COLUMBIA

Scalpel
Miss Sadie Thompson
(Beckworth Corp.,
3-D, Technicolor)
Hell Below Zero
(Warwick Prod.,
Columbia release,
Technicolor)
From Here to Eter-

INDEPENDENT

Sabre Jet (Carl Krueger Prod., Color, United Artists release) The Moonlighter (JB Prod., 3-D) Beat the Devil (Santana Prod.-Romulus Films, Italy) MGM

Torch Song Fort Bravo (Technicolor—formerly Rope's End)

RKO RADIO

Arizona Outpost (3-D Eastman Color)

20TH CENTURY-FOX

Twelve Mile Reef (CinemaScope-Technicolor)

UNIVERSAL-INT'L

Wings of the Hawk (3-D, Technicolor-Stereophonic Sound)

#### 

tor, and the cast includes Paul Stewart, Hilda Simms, James Edwards, John Morley, Dotts Johnson and Coley Wallace.

Curtiz to Direct Musical

Paramount has signed Michael Curtiz to direct "White Christmas," the Irving Berlin musical to be filmed in color by Technicolor.

#### Gottlieb Sets RKO Film

Alex Gottlieb has concluded negotiations for a one-picture deal with RKO. He will start work on "Marry Me Again" for the company, June 9. This will not conflict with the Warner Brothers production deal under which Mr. Gottlieb is operating.

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## RKO THEATRES 'Wax' Opens SEES BIG YEAR

#### Stockholder Meeting Told Earnings in Quarter Up to \$325,361 from \$137,867

A sharp rise in earnings for RKO The-atres for the first quarter of 1953, compared to the same period the preceding year, was reported last week by Sol A. Schwartz, president, at the stockholders' meeting held in New York at the RKO 86th Street the-

Mr. Schwartz was reelected president and other officers reelected were William W. Howard, vice-president; Thomas F. O'Connor, vice-president and treasurer; William F. Whitman, secretary and general counsel, and Harold E. Newcomb, comptroller.

#### See \$2,000,000 Conversion Cost

Mr. Schwartz informed the stockholders that expenditures to convert the 90 theatres of the RKO circuit to 3-D and wide-screen projection and stereophonic sound may run over \$2,000,000. The RKO Theatres president estimated the cost per theatre at \$25,-000. Mr. Schwartz underlined the projected capital outlay to stress the need for ample working capital.

The company, he added, "continues in a strong financial position" with a net working capital at the end of 1952 of \$9,600,000, an increase of \$1,162,000 over 1951.

The meeting of approximately 150 stockholders, which approved the reelection of the present board of directors and voted in favor of all the management's resolutions. was highlighted by a demonstration of an all purpose Miracle Mirror Screen. Scenes from 20th Century-Fox's "The Robe," in Cinema-Scope and Warner Brothers' 3-D "House of Wax" were projected.

Mr. Schwartz said the net profit for RKO Theatres for the first quarter of the year after all charges was \$325,361 against \$137,-867 in 1952. Furthermore, he said, estimated earnings for April of this year are better than of April 1952.

#### Notes Big Studio Activity

Regarding the profit outlook for the future, Mr. Schwartz said it is not certain whether "this rate of improvement will continue" noting that during the May-June period theatre attendance usually drops off. "On the favorable side is the feverish activity on the part of a number of studios setting up plans for 3-D and wide-screen pictures, which, when released, if they follow the pattern of those already playing, should show good box office returns."

Mr. Schwartz told stockholders that the board has been considering plans for the reduction of the outstanding stock of the company, of making investments by purchasing television broadcasting stations and allied businesses, of expanding the number

of theatres the company operates and of further reducing the long term debt. No final decision, he added, has been reached on any of these matters.

On dividend policy, Mr. Schwartz said that during 1952 the company declared dividends representing 57 per cent of earnings.

#### Says "Gloom Has Vanished"

Following the demonstration of the 20th Century-Fox Miracle Screen, Mr. Schwartz declared that the "gloom which until recently pervaded this business has vanished. People all over the country are flocking to see the first pictures projected by new methods. All of this portends an optimistic future for our business. Motion pictures are still the public's best form of family entertainment."

It marked the first public showing of the all-purpose screen, which has been utilized by the RKO 86th Street Theatre for its conventional current film attraction since the demonstration. Stereophonic sound also accompanied the screen demonstration.

Charles Horseman, in charge of RKO Theatres maintenance, said the screen measured 22 feet by 50 feet covering the entire proseenium width. He said the screen, manufactured by the Hurly Screen Co. for 20th-Fox, represents an improvement over the screen installed at the Roxy for the recent CinemaScope demonstration.

#### Buy in 150,000 Shares

Last Thursday, RKO Theatres, acting on an authorization to purchase 150,000 shares of its own stock voted by its annual meeting, picked up the entire lot in 15 minutes on the New York Stock Exchange.

The company was authorized to pay up to a maximum of \$4.50 a share, or a total of \$675,000 for its stock, which is to be issued to company officials under a stock option plan, also approved at the annual stockholders' meeting. The entire transaction was accompanied within a price range of one-half point. The RKO Theatres stock closed at \$4 last Thursday night. In the early heavy buying Friday it went to \$4.50, top price of the purchase plan, then eased to close at \$4.25 for the day. The turnover for the day totaled 154,800 shares.

#### James Sauter Reelected USO-Camp Shows Head

James Sauter was reelected president of USO-Camp Shows at the annual meeting of the organization's board of directors held in New York. Other officers reelected were Abe Lastfogel, chairman of the board; Lawrence Phillips, executive vice-president; Emil Friedlander, Bert Lytell and George J. Schaefer, vice-presidents; Clarence G. Michalis, treasurer, and John M. Lewis, secretary. Marshall L. H. Post was named assistant treasurer of the organization.

# In Britain to **Big Grosses**

by PETER BURNUP

LONDON: Warners' "House of Wax" has opened here to mixed critical notices and tremendous business, of both the carriage trade and the cap-and-muffler kind. The success of the picture is proof of the now common assumption that 3-D is setting the folks talking again about films, whether they are good, bad or indifferent.

The staid London Times said, "'House of Wax' comes along to demonstrate what 3-D can really do when it gets down to it and the result is, technically speaking, impressive." The News of the World commented: "The populace will crowd to the picture. It's an advance sample of what Hollywood can and will do when this socalled 3-D has got over its teething trouble."

As a matter of prudent business, the powerful ABC circuit has booked "House of Wax" and is huriedly surveying 30 of its bigger houses with a view to the early installation of stereophonic sound.

The British Kinematograph Society, scientific adviser to the industry here, has set up a committee of investigation into 3-D processes. It says: "If three-dimensional films are to take a permanent and prominent position in cinema programmes, the laws of stereoscopic vision cannot be broken indiscriminately as they have been."

The Society claims that "unnatural juxtaposition of sequences and incorrect image separation" which have been observed in 3-D films are the cause of eye-fatigue erroneously ascribed to the polarizing viewers. "Complaints can be avoided only if produccers, cameramen, laboratory technicians and production engineers realize that the fundamental principles of stereoscopy cannot be ignored or disregarded," the Society says.

Paramount's Kinescope made its debut here last week at the company's Plaza theatre. Proceedings in the theatre's foyer prior to the premiere of London Films' "Gilbert and Sullivan" were televised on a closed circuit to the screen. Despite technical defects in transmission, the demonstration was loudly applauded.

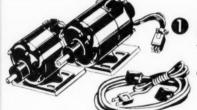
As a preliminary to the entertainment tax battle on the committee stage of the Finance Bill. Financial Secretary to the Treasury J. Boyd-Carpenter received a film deputation Tuesday. The four trade associations have hammered out a concerted policy on the lines of approach to Mr. Boyd-Carpenter. A heavy barrage also has been laid down on individual M.P.s. Informed lobby opinion leans to the view that the Chancellor of the Exchequer will make tax concessions to small theatres-notoriously the hardest hit on the present tax scale-before the Finance Bill becomes law.

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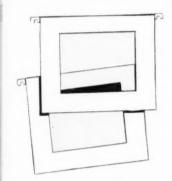


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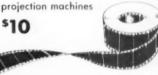
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# The National Spotlight

#### ALBANY

Construction of the New York-Buffalo Thruway and building of or repairs to other creating situations, favorable and unfavorable, for some exhibitors. Ultimate impact on existing theatres and established communities is a subject of considerable speculation. The management of one Albany area drive-in is reported already worried over a possible adverse effect. Harry Lamont is suggesting via advertisements to Saugerties area patrons of Sunset Drive-in, Kingston, that they take the new Thruway Route from Saugerties, to avoid traffic congestion. George Thornton, operating the Orpheum in Saugerties and the Orpheum in Tannersville, may not reopen the lattera summer situation-until main highway repairs in Tannersville are finished. Thornton believes that completion of the Thruway, will increase out-of-town shopping and benefit him. . . . Clarence Dopp, who has a theatre in Northville, reported that construction of a highway near there is hurting business. Among those listed as attending the \$100-a-plate dinner of the State Republican Committee in New York-at which President Eisenhower spoke-were: Mr. and Mrs. J. Myer Schine; G. David Schine, their son, and Mr. and Mrs. Donald G. Schine, all of Gloversville.

#### **ATLANTA**

The Paramount theatre opened its third week with Warner's "House of Wax" still playing to great business.... Rialto theatre started its first week with Columbia's 3-D "The Man in Black with SRO.... Dick Johnson, for the past two years office man-ager Columbia Pictures, has resigned to go with the Floyd Theatres in Florida. Clyde Sampler, formerly with the Duncan Theatre circuit in Georgia, is now with the Capital City Supply Co. . . . The Tower drive-in theatre, Tampa, Fla., has started its dusk to dawn show starting at 11 p.m. to 5 a.m. with good business showing five features. . . . Eugene Skinner, Dixie Drive-In Theatres, on a vacation in Mexico. Bob Burnett, recently discharged from the service, has returned back to RKO. Betty Whitmire, manager of Al Rook Booking Service, back at her office after a trip to Tennessee. . . . Jimmy Bello, Astor's At-lanta special sales representative, on a business trip to Florida. . . . The Ritz theatre, Commerce, Ga., has closed its doors for the want of business.

#### BALTIMORE

Orville Crouch, Loew Eastern Division manager in town visiting the local Loew house... Louisine Boggs, Century theatre, on vacation... M. Robert Rappaport, Town theatre, readying a California trip in the company of Armand Grant, sales manager for WAAM-TV... William G. Myers, owner of the Echo and Deluxe in

Baltimore is building a drive-in theatre at Pocomoke City on the Eastern Shore, With a 350-seat capacity it's expected to open in early July. . . . Caryl Hamburger, Little theatre, back from New York trip. . . . Mc-Coy Grantham is assistant to W. N. Hodgdon at the 235 drive-in in California, Md. . . . George Despeaux, projectionist at Keith's theatre died recently following an illness. . . . Mrs. Carlton Bean has been appointed manager of the Waldorf theatre in Waldorf, Md.

#### **BOSTON**

A new 500-car drive-in in Marshfield, Mass, is under construction by four co-owners: Morris Feinberg, Frank Calvi, Al Oliver and Bill Bogardi. . . . Don Prince, who is producer's representative and director of publicity for the independently-made film, "No Escape," was in town to talk to Harry Segal of United Artists, distributors of the film, about a TV and radio saturation campaign. . . The Levine Chapel, Brookline, was filled with friends of the Max Finns for the funeral of Mrs. Elizabeth Finn, wife of the general manager of E. M. Loew Theatres. . . David Kaplan, former projectionist at the Translux, has been promoted to assistant manager. . . Clinton Harrington, who has been assistant at the Beacon Hill, has moved up to temporary manager since Tom Dowd has resigned to go to the Avon Cinema, Providence for Lockwood & Gordon Enterprises.

#### BUFFALO

Basil's Lafayette, big downtown first run, has joined the 3-D ranks and this week is doing big business with Columbia's "Man in the Dark."... Jack Sawyer, chief of projection for the Shea circuit in Buffalo and western New York, back from the meeting of the Society of Motion Picture and Television Engineers on the West Coast, where he was able to see demonstrations of most

#### WHEN AND WHERE

May 31-June 2: Annual convention, Theatre Owners and Operators of Georgia, Biltmore Hotel, Atlanta.

June 10-11: Annual spring convention, Allied Theatre Owners of Indiana, French Lick Springs Hotel, French Lick, Indiana.

September 28-30: Conference, Texas COMPO and International Drive-in Theatre Owners Association, Adolphus Hotel, Dallas.

of the new 3-D and wide screen projections processes. . . . Billy Keaton, and his wife, Reggie, this week began their seventh year of their "Mr. and Mrs." show on WGR. Billy is first assistant chief barker of Tent 7, Variety club of Buffalo, . . . Sylvan Leff, independent distributor, was in town the other day visiting local exhibitors. . . . James Michaels, son of Dewey, head of the Michaels Theatres circuit, is touring through Europe with his wife. . . Phil Todaro, formerly assistant manager of the local Mercury theatre now is manager at that Michaels house. . . . The Buffalo Raceway opened in Hamburg this week—another headache for Buffalo first-runs.

#### CHICAGO

Ed Seguin of the B. & K. publicity department is in Highland Park Hospital for surgery. . . Attorney Thomas C. McConnell was scheduled to leave for several weeks in Europe. He is the attorney for the Jackson Park, Chicago; Towne, Milwaukee, Congress Theatre Building Corp.; and many other theatre interests here. . . Pete Panagos and John Doerr of the Alliance Circuit are back from the state of Washington after holding a series of booking and exploitation meetings with executives of Alliance's west coast subsidiary, Mid-States Theatres. . . Herbert C. Paschen and Francis J. Mahon have joined the law firm of McConnell, Lutken, and Van Hook. Paschen joins as a partner.

#### CINCINNATI

The public in this area is definitely committed to three-dimensional pictures. Following an engagement of "Bwana Devil" at the RKO Albee and a program of five Stero-Technique subjects at the RKO Grand, "The House of Wax," after two big weeks at the Albee is still going strong on a moveover run at the Grand... The Cincinnati Variety Club, Tent No. 3, recently held its first general membership meeting of 1953. The club is conducting an extensive drive for new members, with the usual initiation fee reduced to \$5 for the duration of the campaign. Rube Shor has been named a member of the club's heart committee, replacing Rex Carr, who resigned because of his removal to Indianapolis.... Lev Bugie, erstwhile branch manager for various companies, who was taken ill at Charleston, W. Va., has been returned here and now is in Bethesda hospital... Ray Hautz has sold his Family theatre in nearby Milford, Ohio, to Louis E. Eigher and Julian D. Hardoerfer.

#### CLEVELAND

David Sandler, president of Theatrecraft Mfg. for the past ten years, manufacturer of in-car speakers and in-car heaters, an-

(Continued on opposite page)

nounces he has developed and is now manufacturing a new type mechanical interlock adaptable to all makes of projection machines, for the projection of 3-D pictures. . More than 100 theatre owners in this area have signed applications for Cinema-Scope, local 20th-Fox branch manager I. J. Schmertz asserts. . . . David Sandler of Theatrecraft Mig. Corp. and Mrs. Sandler are celebrating their 25th wedding anniversary this week. . . . Dale Tysinger, Ashtabula theatre, Ashtabula; Bob Limbaugh, manager Ohio theatre, Conneaut and Ray MacNealy, manager Shea's Geneva, are wearing moustaches and full beards to pro-mote the Shea "June Jubilee of Hits" campaign. . . Jack Silverthorne, Hippodrome manager, Mrs. Silverthorne, Leonard Green-berger, Manager Fairmount Theatre and Irwin Shenker, Berlo Vending Co., leave for Mexico City to attend the National Variety Clubs convention. . . . Cleveland Variety Club is taking an active part in the national cerebral palsy telethon on May 16.

#### COLUMBUS

Newly-formed Buckeye Greyhound Racing Association is seeking legislation in Ohio Legislature which would legalize dog racing. . . . Harry Schreiber, manager of RKO Palace, has been home suffering from mumps. . . . Samuel T. Wilson, theatre editor of the Dispatch and Clyde Moore, theatre editor of the Journal, were guests of Universal-International at premiere of "It Happens Every Thursday" in Renfro Val-ley, Kentucky. . . . Myles Foland, new member of WCOL radio staff, has been named Inquiring Reporter for the daily broadcast from lobby of Loew's Ohio. Foland came here from Peoria, Illinois. . . . Mel Lee is the new Cincinnati area representative for National Screen Service. He was a recent Columbus visitor. . . . Paul Picerni, of cast of Warners' "House of Wax," was scheduled to appear here for radio, television and press interviews.

#### DENVER

The Vita, Spearfish, S. D., owned by Wally O'Neill, is the first theatre in that section to install 3-D, with the first film booked for it being "Man in the Dark."... Mrs. Geo. Allan, Sr., wife of the owner of the State, North Platte, and mother of Geo. Allan, Jr., formerly an RKO salesman, died at her home in North Platte. . . . Don Beers has installed 3-D equipment in his Santa Fe, Santa Fe, N. M. . . . Walter Houser, owner of the Lafay, Lafayette, Colo., and Carmen Romano, owner of the theatre at Louisville, Colo., have opened their new L & L drivein, located between the two cities. . . . Tom Bailey, Lippert Pictures franchise owner, went to Missouli, Mont., to attend the meeting of the state exhibitors. . . . Reservations are coming in rapidly for the Allied Rocky Mountain Independent Theatres convention here on May 26. The principal topic for the meeting will be 3-D.

#### DES MOINES

Elmer J. Tilton, veteran exchange manager, died at his home in West Des Moines at the age of 58. Mr. Tilton retired three years ago after 25 years in the picture business—20 years as manager of Warners exchange here and five years with Republic.

. . . The new Marcus theatre has held its grand opening. A feature of the pre-opening ceremonies was a free showing of "My Pal Gus." Earl Wilson is manager of the 266-seat community house. . . . The Waco drivein at Washington opened May 1. The Waco has a capacity of 425 cars and has the largest outdoor screen in southeastern Iowa. The \$100,000 house is managed by E. S. Tompkins, who also operates the State and Fox theatres in Washington. . . . Tim Evans of Clinton has purchased the Niles theatre at Anamosa from Clifford Niles and his son, Charles. . . . Norman Merkel of Estherville has purchased the Time theatre at Albert City.

#### DETROIT

The Michigan theatre reported the bigest gross in its history with "House of Wax.<sup>3</sup>... The Palms theatre, a United Detroit Theatres house, has been made ready for Columbia's 3-D "Man in The Dark."... Butterfield Theatres, have sold their 1,000seat State in Flint, Michigan to a business concern which is remodeling the house into a store, . . . Frank Upton, manager of Music Hall, has appointed Edward Miller supervisor of projection and sound for Cinerama. , The Palmer Park theatre, which has been closed for several weeks, has been reopened by Ray Schreiber of Midwest Thea-tres, as the Palmer Art Cinema. Irving Teicher formerly operated the 1,200-seat house. Boris Bernardi will manage. . . Ernest Zigler has left the local Universal exchange as booker to become an auditor for the firm's Salt Lake City office. Larry Lee, formerly with CBS radio has succeeded Zigler. . . . Dan Lewis, Wisper & Wetsman Theatres booker, has returned from a southern vacation.

#### HARTFORD

The Coventry, Conn., Zoning and Planning Commission has rejected an application by Morris Keppner, Burnside Theatre Corp., East Hartford and Louis Lipman, Hartford, for a zone change to permit construction of a drive-in theatre, . . . The Man-chester Drive-In Theatre Corp., of Hartford, now completing construction of a \$100,000 project at Bolton, Conn., will have facilities to show wide screen process motion pictures, according to Bernie Menschell, president. . Jack A. Sanson, Manchester, Conn., city manager for Stanley Warner Theatres, has been elected president of the Manchester Chamber of Commerce. . . . William Grew has resigned as manager of the independent State theatre, New Britain, Conn. . . . Paul Leigh McNamara, four-year-old son of the Ray McNamaras of the Allyn, Hartford, is recovering from an emergency appendec-

#### INDIANAPOLIS

Paul Perini, member of the cast, was here Friday for the opening of "House of Wax" at the Indiana. . . . Jane Greer will kiss the winning driver and present the victory trophy at the 500-mile speed classic Decoration Day. . . . The tax reel prepared for the House Ways and Means Committee was shown at the Allied Theatre Owners of Indiana board meeting Tuesday. . . ATOI has decided not to hold another state fair exhibit this year. The first was too expensive. . . All neighborhood theatres con-

tributed their night's receipts to the local hospital drive Tuesday. Jesse Fine, Evansville exhibitor, has a petition for a TV channel before the FCC. The Alliance circuit has taken over operation of the Tri-Hi drive-in at Garrett. Local drive-ins report business is fine now, after a slow start on account of the late spring.

#### **JACKSONVILLE**

Maurice Shaaber, Wil-Kin Theatre Supply's maintenance supervisor, returned from the Tampa-St. Petersburg area, where he has been busy with 3-D projection conversions. . . . Mildred Elliott, Paramount office, is ill in a local hospital. . . . Bill Dock, Miami motion picture publicist, was here to plan campaigns with Howard Pettengill, Florida State Theatres' chief of exploita-tion. . . . FST house managers in St. Augustine, Palatka, Sanford, DeLand, Gainesville, New Smyrna Beach, Ocala, and Daytona Beach held a planning conference at the Sheraton-Plaza in Daytona Beach with their district supervisor, James L. Cartwright, and FST home office executives. . . . "House of Wax" is running strong into its third week at the St. Johns. . . . May 30 was set as the date of a big swimming party, dance and banquet by IATSE members at Lee's Lake, Keystone Heights, with Rube Joiner, RKO office, in charge of arrangements. . . Bob Melton, former night club entertainer, is the new assistant manager at the Palace.

#### KANSAS CITY

The Commonwealth Theatres' and the Fox Midwest circuit's meetings will come the first week of June; and it is expected that one type, at least, of new projection process will be available for demonstration to the theatre managers. . . . The Heart drive-in, between Independence and Kansas City, Mo. (which are nine miles apart, but "built-up" between), opened May 8. It advertises "the largest true-dimensional permascreen in the world." . . Dickinson circuit is capitalizing on its new RCA synchroscreen at the Dickinson, Mission, Kansas. . "Moulin Rouge" has started its third week at the Midland. . . Eddie Mansfield, city manager of Commonwealth Theatres, is expected back at his office in the Regent theatre in a few days after an illness. . . . A great deal of rain in late April cut down drive-in attendance.

#### LOS ANGELES

(Continued on following page)

(Continued from preceding page)

ings in Oregon, to Ted Jones Enterprises. . . . Saul Mahler and his wife returned from vacationing in San Francisco. . . . Out of town exhibitors on the Row to buy and book were: Joe Markowitz, Encinitas; Harold Stein, Sierra Madre; and George Diamos, Arizona.

#### **MEMPHIS**

A sizeable troupe of Variety Club barkers from Memphis Tent 20 will attend the international convention May 18-20 at Mexico City. Chief barker M. H. Brandon, Herbert Kohn, R. L. Bostick, Vernon Adams, Fordyce Kaiser and Eddie Senz will go from Memphis. Mr. and Mrs. Orris Collins, Paragould, and Earl and Arthur Elkin, Aberdeen, Miss., will go with the Memphians, . . . John Sims, Memphis, technical engineer for National Theatre Supply, told Arkansas exhibitors at the state convention in Little Rock that 3-D would completely replace conventional films in the next 10 years. . . . Wake Newsom, 54, who operated theatres in Mounds, Marmaduke and Light, Ark., died last week at his home in Paragould, Ark. . . . J. A. Petty, owner, announced that his Wayne theatre, Waynesboro, Tenn., which burned to the ground two years ago, had been completely rebuilt and would have a formal opening May 23. . . . Cecil Robinson, owner, announces that the Paradise theatre, Cotter, Ark., closed for about one year, re-opened May 15.

#### MIAMI

The Florida State Theatres divisional supervisor, Al Weiss, was amusement columnist Herb Rau's guest writer recently with an interesting nostalgic piece on his 25 years behind the scenes of the Olympia, a film and vaude house. . . After a brief absence, Arthur Barrett has returned as manager of the Embassy. . . At the Mexico City convention of Variety Clubs, Wometco will have goon representation with co-owner Mitchell Wolfson and exec Hal Kopplin in attendance. . . George Bolden roports splendid cooperation and tie-in with the Three Sisters stores on the showing of "Girls of Pleasure Island." . . . Robert Ancell of Cleveland is now managing the Palms in West Palm Beach. . . . The Roney-Plaza is once again annual host to MGM's Charles Moskowitz, here for our brand of sunshine.

#### MILWAUKEE

Dick Grede is now manager at the Bluemound drive-in here where he formerly was assistant manager to Bob Gross. Mr. Gross is now district manager for the Smith Management Co. in Indiana, Illinois and Wisconsin. . . . Delft's Victory drive-in theatre is the first outdoor theatre to feature 3-D here. "House of Wax" opened there last week after they had painted the screen with a special paint. . . . Larry Beltz, Grand and Midway theatres, Wausau, was in town recently and told of the very successful stage presentation May 4 of "Kiss Me Kate" done by the Civic Drama Guild. . . Beltz also related that John Myhers, from Eau Claire, Wis., who had the lead, will be on Broadway this fall. . . . Many exhibitors from here went to Chicago the other week to attend the funeral of Connie Papas. . . . Columbia's "Fort Ti" will open at the Towne theatre here May 21.

#### MINNEAPOLIS

Irving Pichel, director of "Martin Luther" and also an actor in the picture, was in for the world premiere of the film at the Lyceum. . . Harry Weiss, RKO Theatres district manager, was in New York for the annual stockholders meeting. . . David E. Feinberg of Minneapolis has been named a director of the U. S. Air Conditioning Corp. Feinberg, a vice-president of the firm, has been associated with the company since 1940. . . Some of the film salesmen working out of Minneapolis are now equipped with stereoscopic viewers so they can show still shots from upcoming 3-D pictures. . . The World, St. Paul, will have a series of exhibits of the works of local artists in its lobby. . . A special screening of CinemaScope is being arranged for Radio City theatre early in June, according to M. A. Levy, 20th-Fox district manager.

#### **NEW ORLEANS**

Ed Stewart, United Theatres electrician. is hospitalized in Eye, Ear, Nose and Throat Hospital for the removal of cataracts. . W. C. Cutter, representative of Wonder Co., manufacturers of "Toddy," visited with Tom Neely, National Theatre Supply. George Pabst, bubbling with enthusiasm, back from San Francisco and U.A.'s Home Office executives, district and division manangers' meet. . . . George Nunngesser, Monogram Southern field representative, made a talk before the Calipoeans, Columbia, Mississippi's ladies organization. Subject covered various phases of Motion Picture Industry. The meeting was held in W. J. Ilsley's Ritz theatre. . . The manager of the Rex theatre, Chauvier, La., David J. Pellegrin, was incorrectly identified in this column April 25 as Vernon Pellegrin. Exhibitors visiting here were Jos. Barcelona, Baton Rouge, La.; Sammy Jackson, Flomaton, Ala.; Allen W. Vowell, Taylorsville, Miss.

#### OKLAHOMA CITY

Allen B. Dean, manager of the Tivoli theatre, Ardmore, Okla., now showing "Trouble Along the Way," is so sure all will enjoy this picture that, for those who can truthfully say they didn't like it, he pledges his personal money-back guarantee. . . . Jake theatre at Shawnee, Okla., held Penny Day April 30. . . Bob Thomas Lilly of Sulphur Springs, Texas, has announced the purchase of the controlling interests in the Carnation and Mission theatres at Sulphur Springs. . . . The Roxy theatre, Barnsdall, Okla., was destroyed by fire May 3 with the loss estimated \$100,000. . . . The new Mesa drive-in, of the Malcochain, south of Camden, Ark., was formally opened April 30. Theatre officials M. A. and Richard Lightman were present at the opening.

#### PHILADELPHIA

Two of the biggest key neighborhood houses, dark for many months, reopened—the Tower, with "I Love Melvin." and the Nixon with "Peter Pan." . . . Herb Read, Jr., leaves his post as division publicity man for MGM for promotional work on the West Coast, where he will also collaborate on a book with cowboy movie star Tim McCoy. . . . Bob Hanover, veteran in local film

circles has leased the closed Byrd where he is installing a large screen for his own special projection set-up. . . "Hans Christian Andersen" wound up its run at Goldman's Midtown on May 13 after 14 weeks and a day. . . . Ephraim Tomlinson, Jr., owner of the Medford, Medford, N. J., assigned Eugene Edwards, of the Egypt, New Egypt, N. J., to handle the booking and buying for his house. . . . Max M. Korr, owner-operator of the Earle, Allentown, Pa., acquired the majority capital stock of the Allen Plumbing Supply Company in which he had interest. . . . Goldman, circuit head, returned William from a five-week trip to Europe. . . . Paramount salesman Herman Rubin in the Albert Einstein Medical Center for an operation, is in need of blood donors. Robert W. Maclary, operating the Pleasant Hill drive-in near Wilmington, Del., became the father of a daughter born last

#### **PITTSBURGH**

The veteran George Harrison was hosted by the employees of the Harris Amusement Company at a party in the Royal York. He has retired as treasurer of the circuit after 50 years of service. . . . A total of 88,000 movie fans jammed their way into the Stanley theatre in the first 12 days of "The House of Wax." The Pittsburgh Pirates couldn't match that figure. . . . Because of previous successes, 24 district houses all started a double bill composed of "Serpent of the Nile" and "Ambush of Tomahawk Gap." . . . The Variety Club was hosted by Joe and Thelma Volpe at the weekly Family night. The club is planning a mammoth all-night telethon on June 5 for the Camp O'Connell summer camp. . . . Phil Camp O'Connell summer camp. . . Camp O'Connell summer camp. . . . Phil De Ivernois and Henry Burger of Warners travelled to Detroit to see Cinerama. . . . Mickey Notapoulis, son of the well-known theatre owner, is recuperating after being hit by an automobile.

#### **PORTLAND**

Extreme and sudden heat is melting all the boxoffice takes except the "House of Wax" at the J. J. Parker Broadway theatre. First week's business was terrific. Guild manager Martin Foster off to New Orleans to act as advisor for the opening of his brother's new drive-in. . . . Broadway manager, Keith Petzold, has been appointed publicity and promotion director for the J. J. Parker Theatres in Portland. . . . Evergreen Theatres admitted all mothers over 60 free and gave gardenies on Mother's Day. Matlack back from a business trip to Francisco. . . . C. Bruce Newbery, San Francisco. . . . C. general sales manager for Republic Pictures, . Heavy advance seat sale for in town. . Mary Pickford nite at the Columbia Athletic Club last week.

#### **PROVIDENCE**

Albert J. Clarke, manager of the Majestic theatre, and past Chief Crier of the Town Criers, prominent service club, was selected to present gold medals and buttons to schoolboy basketball and hockey stars who gained berths on the Journal-Bulletin All-State teams. Presentation was made by the Town Criers at their local headquarters. Clarke was the toastmaster for the occa-

(Continued on opposite page)

(Continued from opposite page)

sion. . . . The Avon Cinema offered the first local showing of "Justice Is Done." "A Visit to Picasso" was presented as the second attraction. . . The Metropolitan used liberal advertising in conjunction with the presentation of "Man in the Dark." . . . Regular prices prevailed as the Somerset drive-in offered "The Miracle of Our Lady of Fatima." . . . Bobby Breen, one-time child movie star, has inaugurated a series of "live" talent shows over WJAR-TV, local station. Breen has taken up residence in this city where the show is telecast five days a week.

#### SAN FRANCISCO

Two big Memorial Day shows here will be "Young Bess" at Loew's Warfield and "Sangaree" at the Golden Gate. . . . Earl Williams, Royal Amusement, is back at work following illness. . . Bryan "Buck" Stoner, has checked out of the hospital and was expected to visit 20th-Fox Exchange during the week. . . Ted Reisch, Universal manager, entered Mills Hospital, San Mateo, for surgery and Gene Newman, Twentieth Century-Fox salesman, is recuperating at home from surgery. . . George Glosser stepped up from booker to head booker at United Artists. Ted Lundigan has taken over Glosser's former duties. . . Dave Bolton has closed the Roxie, Santa Rosa, for redecorations. . . . . Charles M. Pincus, Blumenfeld Theatres district manager, Stockton, was elected to the Advertising and Publicity Committee by the Stockton Chamber of Commerce Board of Directors. . . . Dick Rose, house manager, Esquire, Stockton, resigned and was replaced by Dwayne DeWitt.

#### ST. LOUIS

Bill Graham, noted evangelist, made a special appearance May 15 at the Airway Drive-In theatre in St. Louis County in a special program for shut-ins and hospitalized persons. . . Erwin L. Deffaa, a member of Operators Local Union No. 143, died recently. Work is proceeding in the demolition of the American theatre, a theatrical landmark in St. Louis. Stage shows will now be presented at the Shubert theatre on Grand Avenue, which will be modernized. . . . Harry Arthur, president and general manager of Fanchon and Marco, back from the west coast. . . Hal Walsh, Prarie district manager for Warners, back from a business trip through Iowa. . . Izze Wiensheink, district manager for Publix Great States, is back from business trip to Chicago. . . . Out-of-town exhibitors in town recently: Rani Pedruci, Springfield; William Collins, Desoto, Mo., and Russell Armentrout, Louisiana, Mo. . . David Franks, new son of Mrs. Robert Franks of Chicago, has Herman Gorelick, co-owner of Real Art Pictures of this city, as a great uncle. Mrs. Franks is the daughter of Sam Gorelick, Chicago branch manager for RKO Radio.

#### **TORONTO**

Harvey Harnick, general sales manager, Columbia Pictures, is in Europe on extended tour, while David Griesdorf left with his wife for a month's stay at the invitation of the J. Arthur Rank Organization. Griesdorf is general manager of Odeon Theatres Canada Ltd. . . . L. I. Berg, western division manager, Famous Players Canadian

Corp., has left for three-week trip through his division. . . . Kenneth Snelgrove has been appointed St. John, N. B., branch manager for RKO, following the resignation of Arthur Lee-White. . . . A shifting in the organization of 20th Century-Fox in Canada followed upon the resignation of Phil Sherman as Toronto branch manager. Vie Beattie, Calgary branch manager, moves into Toronto, while Winnipeg salesman, Bob Cringan, moves into Calgary as branch manager. . . . Harry Dann, veteran Canadian exhibition executive, has retired from Odeon Theatres on pension, according to an announcement by the company. . . Joe Marks will head Alliance Films while Ray Lewis, the present head of the company, takes a holiday.

#### VANCOUVER

First run houses are loaded with raised-admission price pictures this month with plenty of resistance from patrons. "Salome" was only held for six days at Capitol. . . . Anne Coroliuk, JARO cashier, on vacation South of the border. . . . Bob Harris, Paradise, away for three months in the old country. . . . Bob Cringan, former 20th-Fox salesman in Vancouver and Winnipeg, was promoted to manager of 20th-Fox Calgary-Alberta office. . . . Norma Flood, Paradise cashier, was married to Fred Hanzel. After a Seattle honeymoon, she will return to the theatre. . . Douglas Hadden is the new assistant to Dick Letts, Strand manager, replacing Paul MacEwen, resigned. . . . Mickey Goldin, Studio manager, and Opal Skilling, Circle cashier, are

back at work after being hospitalized. . . . Ioan McInnes, contract clerk at Warner Bros., resigned to live in Lillooet, in the B. C. interior. She was replaced by Margaret Reid. . . Shirley Strauch, Dominion concession girl, will marry Joe Merrithew of the U. S. Air Corps May 30. . . The LUX theatre bowling team won both sections of the Vancouver theatre bowling league. 20 teams were entered.

#### WASHINGTON

Harley Davidson, Independent Theatres Service, has moved his offices to 203 Eye St. N. W., and Joe DeMaio, Kay Film Exchange, has moved to 1015 New Jersey Ave. N. W. . . . Among the many who journeyed to the Virginia Motion Picture Theatre Owners Convention were Joseph Gins, branch manager, Universal-International; Wade Pearson, district manager, Neighborhood Theatres, and Jake Flax, branch manager, Republic Pictures. . . . Ben Bache is the new branch manager of Warner Bros. Pictures, replacing Peter DeFazio, resigned. . . . The Newton theatre had a benefit film May 14 for St. Gertrude's Guild. . . Benjamin H. Goodwin, 77, daytime doorman at Loew's Palace theatre, died. . . . May 7 was the date of a special premiere at the Playhouse theatre, for the benefit of the American Cancer Society. The picture was "The Star," and the patron list was headed by Mrs. Dwight D. Eisenhower. . . . Three new drive-in theatres are under construction: the Bel Air in Bel Air, Md.; Sidney Lust's Marlboro drive-in, and Don King's Branch drive-in.



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#### Schedule 48 New Italian Features

Latest motion picture production figures from Italy list a total of 48 major pictures now in production, being edited or about to go before the cameras, including a substantial number of co-productions with English, French and American companies, according to E. R. Zorgniotti, U. S. representative of Italian Films Export.

The schedule, including Italy's first two 3-D productions and several Technicolor features, spotlights the casting of American stars in big-budget films, the IFE executive declared.

Ingrid Bergman, Errol Flynn, Orson Welles, Claudette Colbert, George Sanders, Farley Granger, Alida Valli, Peter Lorre, Marta Toren, Valentina Cortese, Isa Miranda, Flora Robson, Eric Von Stroheim, Kirk Douglas, and Anthony Quinn are among the Hollywood stars concerned in Rome's newest production schedule together with such Italian personalities as Silvana Mangano, Anna Magnani, Gina Lollobrigida, Vittorio De Sica, and Lucia Bose who are already well-known to the American film-goer.

Script properties which are considered to hold special interest for audiences here include: "Ulysses," an adaptation of the Homer epic in 3-D with Douglas, Mangano, and Quinn: Rossellini's "Trip to Italy" costarring Bergman and Sanders; Renato Castellani's "Romeo and Juliet"; Graham Greene's "The Hand of the Stranger" with Valli, Trevor Howard and Edward Cianelli; Umberto Scarpelli's adaptation of "Moll Flanders," the De Foe classic; "The Return of Don Camillo" reuniting Fernandel and

Gino Cervi in a production directed by Iulian Duvivier.

Also, three more Gina Lollobrigida features, "The Lady Without Camellias," "La Provinciale," and "The Unfaithful"; Marta Toren in "The Life of Puccini"; Claudette Colbert, Michele Morgan, and Eleanora Rossi Drago in "Destinies," a trilogy on women including an episode about Joan of Arc and another based on "Lysistrata"; "Lucrezia Borgia," about the Renaissance siren; and "Aida."

#### Majors Defend Action in F & M Los Angeles Case

WASHINGTON: Testifying before the Supreme Court Monday, six major distributors said they acted individually and on the basis of their best business judgment in refusing to license first run films to Fanchon and Marco's Baldwin theatre in Los Angeles. The distributors asked the court to refuse the exhibitor's request for a reversal of a Los Angeles district decision, which threw out F. & M.'s anti-trust suit for \$300,000 damages and an injunction. The distributors involved are Paramount, RKO, Loew's, United Artists, Universal and 20th-Fox. National Theatres and Fox West Coast Theatres are also defendants in the suit.

#### Paramount Film Dividend

The board of directors of Paramount Pictures has declared a quarterly dividend of 50 cents per share of common stock, payable June 26 to holders of record June 12, 1953.

#### Broadcast at Preview

Martin Starr, film commentator, broadcast a series of interviews with members of the Overseas Press Club at the preview of International Film Associates' "Ring Around the Clock" Wednesday at the Museum of Modern Art in New York.

#### Paramount Stockholder Meet June 2

WASHINGTON: The reelection of the 14-man board of directors of Paramount Pictures was proposed by management last week in its proxy statement filed with the Securities and Exchange Commission. The annual meeting, it was stated, will be held at the Paramount Building in New York on June 2.

Y. Frank Freeman, according to the proxy statement was the highest paid officer of the company, earning \$127,500 as vice-president in charge of production in the fiscal year ended January 3, 1953. Barney Balaban, president, earned \$125,200.

Earnings of other officers for the same period follow: Austin C. Keough, vice-president, \$91,000: Adolph Zukor, chairman of the board, \$78,000; George L. Weltner, president of Paramount International Flms, Inc., \$54,600; Fred Mohrhardt, treasurer, \$44,200; Paul Raibourn, vice-president, \$46,800

Included in the remuneration for Mr. Balaban was an expense allowance of \$21,-200; Mr. Raibourn, \$7,800; Mr. Weltner, \$2,600. Under the pension plan, the proxy statement disclosed, the following officers are entitled to the following annual pensions: Mr. Balaban, \$40,000; Mr. Freeman, \$10,-797; Mr. Keough, \$5,925; Mr. Mohrhardt, \$2,942; Mr. Raibourn, \$2,490.

#### Bacon Lauds Writers of Biblical Motion Pictures

Speaking at a forum sponsored by the English department of the University of Southern California, Lloyd Bacon, director, lauded the work of screen writers in producing inspired adaptations of Biblical stories. He told the group that the success of "David and Bathsheba" and "Samson and Delilah" had lead to his writing of a screen adaptation of the story of Ruth, which he is calling "Entreat Me Not." He also plans to produce and direct his screenplay as an independent venture after completing a current RKO assignment.

#### National Theatres Net for Half Year Is \$1,458,529

National Theatres, Inc., and its controlled subsidiaries have reported a consolidated net income of \$1,458,529 for the 26 weeks ended March 28, 1953. This amounted to 53 cents per share on the 2,769,486 shares of stock outstanding at the close of the period.

#### Plans \$250,000 Drive-In

Phil L. Polsky, Portland, Ore., exhibitor, has set plans for the construction of a \$250,000 drive-in theatre in Portland, which will be especially designed for the projection of three-dimensional films.



# "What the Picture did for me"

#### Allied Artists

FEUDIN FOOLS: Lee Gorcey, Huntz Hall—They never fail in this territory. Had a full house on a very cold night. This company deserves more credit than it gets. I think the Bowery Boys deserve one in color. Played Saturday, April 18.—James Hardy, Shoals Theatre, Shoals, Ind.

#### Columbia

COVER GIRL: Rita Hayworth, Gene Kelly—Picked this old one from Columbia and did better than I expected—one of Rita Hayworth's best pictures, a very good musical with pretty color. Played Tuesdax, Wednesday, April 14, 15.—James Hardy, Shoals Theatre, Shoals, Ind.

#### Metro-Goldwyn-Mayer

BANNERLINE: Lionel Barrymore—A good message but how many people go for that these days? Very slow moving picture that I double-billed with a western to my weekend customers. Results: bad.—James C. Balkeom, Gray Theatre, Gray, Ga.

FEARLESS FAGAN: Janet Leigh, Carleton Carpenter—A nice comedy from M.G.M, very good entertainment which was enjoyed by all who came out to see it. You can't go wrong on this one—play it. Did average business both nights. Played Sunday, Monday, April 19, 20.—James Hardy, Shoals Theatre, Shoals, Ind.

LOVELY TO LOOK AT: Kathryn Grayson, Howard Keel—A very good musical with beautiful color. This kind of musical doesn't seem to click in this town—a little too high class for small towns. Red Skelton took his part well. Not recommended for small towns. Played Sunday, Monday, April 5, 6.—James Hardy, Shoals Theatre, Shoals, Ind.

#### Paramount

SAMSON AND DELILAH: Hedy Lamarr, Victor Mature—Played this one on a repeat run and did average business both nights. You can't go wrong on this—it is one of DeMille's best. Played Thursday, Friday, April 23, 24.—James Hardy, Shoals Theatre, Shoals, Ind.

THAT'S MY BOY: Dean Martin, Jerry Lewis-They loved this one. Play it. Played Thursday, Friday, January 1, 2.—Harland Rankin, Rankin Enterprises, Chatham, Ont., Canada.

#### RKO Radio

LUSTY MEN, THE: Susan Hayward, Robert Mitchum—Another excellent picture produced by Jerry Wald. Play it by all means. A very good combination of the stars in this picture. Did better than average business on it both nights. Played Sunday, Monday, April 12, 13.—James Hardy, Shoals Theatre, Shoals, Ind.

#### Twentieth Century-Fox

STARS AND STRIPES FOREVER: Clitton Webb, Ruth Hussey—Here is one that should do business in any situation, but for one reason or other I failed with it. This is a very good picture which should appeal to all. Good music and in fact the best Clitton Webb picture in some time. Play it—maybe you will have better luck. Played Sunday, Monday, April 26, Z.—James Hardy, Shoals Theatre, Shoals, Ind.

. . . the original exhibitors' reports department, established October 14, 1916. In it theatremen serve one another with information about the box office performance of product—providing a service of the exhibitor for the exhibitor. ADDRESS REPORTS What the Picture Did for Me, Motion Picture Herald, Rockefeller Center, New York 20.

STARS AND STRIPES FOREVER: Clifton Webb, Ruth Hussey—Clifton Webb at his best. These super pictures of this type are the kind that will keep us in business. They don't come any better than this one. Small town and rural patronage.—W. N. McIntosh, Pembina Theatre, Manitou, Mamitoba, Canada,

THUNDERHEAD, SON OF FLICKA: Roddy McDowall—This was the third time we've used this in the past several years and this time we received more favorable comments than ever before. Played to my weekend patrons with a western included. If you haven't bought Pox's reissue, you're missing a good bet. Played Friday, Saturday, April 10, 11.—James C. Balkcom, Gray Theatre, Gray, Ga.

WAY OF A GAUCHO: Rory Calhoun, Gene Tierney-Business below average for the mid-week. It has plenty of action. Played Wednesday, Thursday, April 1, 2-Mrs. Cleo M. Shingler, Buena Vista Theatre, Buena Vista, Ga.

#### United Artists

FORT DEFIANCE: Dane Clark, Tracey Roberts— Did very good business. Played Friday, Saturday, February 27, 28.—Harland Rankin, Rankin Enterprises, Chatham, Ont., Canada.

HIGH NOON: Gary Cooper, Grace Kelly—This we admit has got suspense and should be good in any situation. Played Friday, Saturday, February 13, 14.
—Harland Rankin, Rankin Enterprises, Chatham, Ont., Canada.

MUTINY: Patric Knowles, Angela Lansbury—This strictly "B" class picture is nothing outstanding. Played Saturday, February 7.—Harland Rankin, Rankin Enterprises, Chatham, Ont., Canada.

STRANGE WORLD: Angelica Hauff, Alexander Carlos-Business fair, but nothing to write home about. Played Friday, Saturday, February 13, 14.—Harland Raukin, Rankin Enterprises, Chatham, Ont., Canada.

#### Universal

RED BALL EXPRESS: Jeff Chandler, Alex Nicol—A fair war picture, good enough for mid-week billing. War pictures are losing out here. You can't lose much on it if you deal with Universal—their prices are O. K. for small towns. Played Thursday, Friday, April 9, 10—James Hardy, Shoals Theatre, Shoals, Ind.

WILLIE AND JOE BACK AT THE FRONT:
Tom Ewell, Harvey Lembeck—A slow moving comedy
which didn't pull so well at the box office. This one
could have been made better. Not as good as the
first Willie & Joe, but will pass on midweck billing.
Played Thursday, Friday, April 30, May I.—James
Hardy, Shoals Theatre, Shoals, Ind.

#### Shorts

#### Metro-Goldwyn-Mayer

PUSH BUTTON KITTY: Technicolor Cartoon— Tom & Jerry cartoons are all good, but we had more than the usual number of good comments on this one.-Ray McFarlane, Arbuckle Theatre, Arbuckle, Calif.

#### Paramount

AUDREY, THE RAINMAKER: Noveltoon—This was very good, and do the kids love Audrey!—Baumann & Laird, White River Theatre, White River, So. Dak.

#### **RKO Radio**

HELLO ALOHA: Walt Disney Cartoon—Another funny cartoon in which Goofy day dreams he is on vacation in the South Seas. Good.—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

SONGS OF THE CAMPUS: RKO Special-Very good. We really like these shorts here.—Baumann & Laird, White River Theatre, White River, So. Dak.

TWO CHIPS & A MISS: Walt Disney Another enjoyable Disney which is both funny and original. Levable chipmunks, Chip 'n' Dale, are featured as the rivals for the lady chipmunk who is a nightculo star. Her voice has to be heard to be believed.—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

#### United Artists

BAND MASTER, THE: Lantz Technicolor Cartune
Very interesting and entertaining.—Harland Rankin,
Rankin Enterprises, Chatham, Ont., Canada.

#### Universal

REUBEN-REUBEN: Cartoon Melody—The young folks really got to singing with this number, as everyone enjoyed it. Guess they knew the songs.—Baumann & Laird, White River Theatre, White River, So. Dak.

#### Warner Bros.

EMPEROR'S HORSES: Technicolor Sports Parade—If your audience likes horses then this short will appeal to them. It is colorfully photographed and leatures many talented animals.—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

HUSH MY MOUSE: Blue Ribbon Hit Parade—Our second "Sniffles" cartoon which our patrons enjoyed very much. Hope Warner will make more with this cartoon character. Good!—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

SO YOU WANNA ENJOY LIFE? Joe McDoakes Comedy-Joe feels a tightness of the throat and hears a ringing in his ears. He thinks he has only 30 days to live until a shirt salesman tells him his trouble is that he wears too small a shirt collar. Good! -Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

WHO'S KITTEN WHO: Looney Tune-Silvester teaches his son to catch mice, but picks on an escaped baby kangaroo to chase. Guess who gets the worst of it?—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

# Form Unit to Do "Giant"

Henry Ginsberg, George Stevens and Edna Ferber have formed an association for the production of Miss Ferber's novel "Giant." The story appeared serially in the Ladies' Home Journal, was a Book-of-the Month Club selection, and is being published in native languages of Europe and South America.

"Giant" will be co-produced by Mr. Ginsberg and Mr. Stevens, with the former directing. Mr. Ginsberg, long associated with the industry, was formerly head of production at the Paramount Studios in Hollywood, having resigned in July, 1950. Since June 1951, he has been a general consultant for National Broadcasting Co.

Mr. Stevens received the Academy Award last year for his direction of "A Place in the Sun."

#### Plan Benefit Premiere

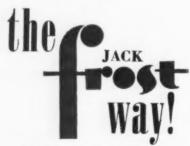
The Boys' Towns of Italy are sponsoring a benefit premiere of "Ring Around the Clock" May 18 at the Sutton theatre in New York.

#### TV Trailer Promotion

RKO Radio used a saturation campaign of 20-second television trailers to promote the New York premiere of "Split Second" at the Criterion theatre, Thursday, May 14.

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#### Rembusch Hits FCC for View on Films to TV

In letters to Senators Capehart and Jenner, Trueman T. Rembusch, president of Allied Theatre Owners of Indiana, vigorously attacked the Federal Communications Commission because of reports that it may pressure distributors with television ties to release films to television. Mr. Rembusch asked: ". . . since when has it become the American way to build up one industry, free television, by tearing down another, namely the motion picture industry? And by what authority does the FCC take such overt action? How can the motion picture industry charge for a product when that same current product would be given away free, if the Commission had its way?" Asserting that he viewed "with great alarm the taking of authority by intimidation, threats, subterfuge or in any way by any government agency," Mr. Rembusch asked that "Congress investigate from top to bottom" the Federal Communications Commission.

#### RKO Pictures Reports Loss of \$10,200,000

The RKO Pictures Corporation has released preliminary figures which indicate a net operating loss, after all charges, of approximately \$10,200,000 for 1952. In 1951, the company reported a net profit of \$334,-627. The company announced that its detailed annual report will be completed and sent to stockholders within the next two weeks, in advance of the annual stockholders meeting to be held in Dover, Del., June 3. Reelection of the present directors at that time will be proposed in the company's proxy statement, now in preparation. It was also announced that the company incurred an unaudited loss, after all charges, of approximately \$2,740,000 for the first quarter of 1953.

#### Files Anti-Trust Action Against RKO, Skouras

The Westway Operating Company, operating the Symphony theatre in New York, has filed a \$1,500,000 anti-trust suit against RKO Radio Pictures and the Skouras Theatres Corporation in Federal Court in New York. The action charges that the defendants conspired to deprive the Symphony of RKO films. In the complaint, the plaintiff charges that the Symphony's bids for RKO product were revealed to Skouras, enabling the circuit to outbid the defendant's theatre.

#### Joseph L. Mankiewicz to Produce for UA Release

Joseph L. Mankiewicz has completed a deal on behalf of his newly-formed independent company, Figaro, Inc., to produce two films for United Artists release, it was announced Wednesday by Robert S. Benjamin, chairman of the board of United Artists. The first of the two films will be "The Barefoot Contessa," an original story by Mr. Mankiewicz. He will also prepare the screenplay, produce and direct.

#### Cowan Cites Film's Value

Backers of the legitimate and screen theatre project, "Main Street to Broadway," a feature film by Lester Cowan, described to the press in New York last week the benefits they allege will derive from the picture. It will arouse interest because it has stars of both stage and screen who will be at the premieres, they said.

Premieres will be July 10 in 21 cities outside New York, where the Council of the Living Theatre and the Theatre Guild and American Theatre Society are jointly sponsoring. Metro-Goldwyn-Mayer will release the picture.

M. A. Lightman, circuit operator, president of Cinema Productions, which includes prominent exhibitors, and a member of the Council said the nation's screen theatre owners will support the picture, aware of the 'unity between stage and movies.'

Among exhibitors in Cinema Productions are Herb Stern, Samuel Rinzler, Frank Walker, Kermit Stengel, S. H. Fabian, Sidney Stoneman, Fred Schwartz, Morton Thalheimer, George Skouras, Sam Pinanski and Robert Dowling.

#### Industry Drive to Aid Roosevelt Hospital

The annual Maintenance Fund appeal of the Roosevelt Hospital, New York, is under way with a goal of \$153,000 to be raised to meet the anticipated 1953 deficit, it has been announced. The amusement division has accepted a quota of \$5,000, which is being sought from producers, theatres and other entertainment organizations within the Hospital's service area in New York City. Annual supporters of the Maintenance Fund include 20th Century-Fox, the Samuel S. Schubert Foundation, George Abbott Enterprises, Loew's, Warner Brothers, Universal Pictures, Broadcast Music, Inc., and others. Edward E. Sullivan, publicity manager for 20th Century-Fox, is chairman for the amusement division.

## SALESMEN

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# MANAGERS' ROUND TABLE

An International Association of Motion Picture Showmen — Walter Brooks, Director

# They Say "The Greeks Have A Word For It" It Must Be ШХСЛО—— «——OZ

OOD news for film industry, in the successful outcome of the proxy fight within 20th Century-Fox to supplant showmen with manipulators, brings to mind that this same "showmanship company"— as they've been known—were the first to bring together meetings of showmen on a national basis, to inaugurate their program.

We may be forgiven our play on words and playing with type to reach for the head-line above. It seems like a natural opportunity to credit Spyros Skouras with original showmanship that goes way back, and with initiative in promotion and exploitation, which is something he has a word for. We say it's effective, in any language.

In the earth-shaking revolution that we are undergoing, we will hear much more of Mr. Skouras and his methods, in promotion, exploitation and selling approach. Cinema-Scope will be installed in thousands of theatres, and before the year is out, you'll see the installation cope with everything that is here and is to come. Cinema-Scope houses will be able to handle anything—and wide-screen processes will lead the field. There is news from within the corporate structure of Cinerama that gives pause to think.

Another of the inventions that Spyros Skouras has pioneered will hit the allied fields of television and motion pictures with full force in the reasonably near future, and that is "Eidophor"—a name that he couples with CinemaScope in his speeches. Which proves that he has the matter on his mind, as a coming development. We predict that Eidophor will project any television image that can be received over the air, or over a closed circuit, to theatre-size, with theatre-quality. We don't quite visualize all that it will mean, as yet, but it will bring audiences back to theatres, and establish another new phase of our business.

There isn't so much to worry about as we may have believed. Thanks to the original Greek, we may now translate a showman's vision into substantial profits.

# 3-D OR NOT 3-D

No matter what the final decision, with the possible standardization of 3-D processes, managers must make a serious attempt, now, to instruct their patrons in the use of 3-D glasses and the reason for wearing them. Regardless of how necessary they become, many patrons, including this corner, find them annoying—in order to keep them under constant adjustment. That means perfect position, of the glasses, towards the screen.

So, we propose two things immediately: First, that patrons who use the paper, disposable glasses, be urged to fasten them with a long, thin rubber band which will loop over the ends and go around the head. That simple remedy works wonders, for those who twiddle their glasses throughout a picture. What's the use of having a good picture ruined by such fumbling?

And, secondly, we think that permanent polaroid glasses would sell in theatres, at a fair-price—something less than 75c a pair—that the patron could keep as his own, and which would always serve him, in future, for any 3-D picture, using the polaroid process. Such glasses would have durable, plastic frames, and would hold securely in the proper position. It may be a very reasonable and profitable item in theatre sales.

The New York Times, on Sunday, ran a feature story under the heading "Surveying the Shuttered Cinemas"—which is just what we deplore, and wish that Round Table members would combat, at the grass roots. Of course, there are closed theatres, but it isn't nearly as epidemic as such headlines might lead the public to think. In this business, we create our own panics, and sometimes we look around afterwards, to wonder what hit us.

One of our best native showmen, who was born with a touch of P. T. Barnum in his make-up, reports his experience with something like "Dick Tracy's Junior Crime-Stoppers"—as suggested in a recent Round Table editorial. He hit upon the idea of telling his young audience that he was appointing twelve special Junior Agents, six boys and six girls, who would report to him any misconduct or vandalism in the theatre, such as seat cutting, bad behavior, etc. He told them they had to be very careful and never let their identity be known.

He has a wonderful Saturday Morning show, with 1,500 children who have made this a highly successful attraction, over the past fifteen years. He says his theatre has less damage caused by juveniles than any theatre of his circuit. In two years, there has been virtually none to report. Not a week goes by but some in the young audience apply to be appointed Junior Agents and they are placed on probation, "pending a vacancy in the staff." And here is the payoff, for your pleasure: There has never been even one Junior Agent appointed, in fact.

B

Thirty-seven years ago, we became ac-Thirty-seven years ago, we quainted with a potential theatre manager, and married her. Since that time, she has been our eyes and ears in the theatre, She goes to the movies, not to see the picture, but to watch the audience. She can see -hear-and smell-some details of theatre management with more skill than one of Charley Skouras' division managers. While on listening post, she can hear what's said across five rows of seats. She mixes with the crowd, and brings back verbatim their audience reaction-without ever being suspected as a member of the secret service, She changes her seat and does it all over again. (She's my "private eye"-she's a good theatre manager-she's a good housekeeper-she's my wife!) -Walter Brooks



Jan Sterling gets an admiring look, from a youthful fan, as she rides in the parade at St. Joseph, Mo.

# Exploitation Rides Again

They've done it again, those hard-riding Paramount exploiteers, all the way across the continent, in modern style—starting at St. Joseph, Missouri, for the world premiere of "Pony Express"—following the route of historic riders of another day.



Rhonda Fleming and Jan Sterling visit with orphans at the Catholic Home in St. Joseph, during the premiere.

World premiere stars and Durwood theatre executives backstage at the Missouri Theatre. Seated, left to right: Corrine Calvet, Forrest Tucker, Jan Sterling and Rhonda Fleming. Standing, in the same order, Richard Shannon, Richard Durwood, Stan Durwood, Nat Holt, Don Woods, C. Clare Woods, manager of Durwood theatre properties, St. Joseph, Al Boos, manager of the Electric theatre, and Tony Romano, Decca recording artist.



The Parade covered more than twenty blocks of St. Joseph's business section. In the first car, Stan Durwood and Nat Holt.



Corrine Calvet arrives at St. Joseph airport, with her co-stars, Forrest Tucker, Jan Sterling, Rhonda Fleming, Richard Shannon and Nat Holt, extreme right, producer of "Pony Express."



MOTION PICTURE HERALD, MAY 16, 1953

# And Harry Had Them-All the Time

We should have suspected, but apparently one of those mental aberations that we have every hour on the hour got in the way of our thinking processes. We deplored the fact that we didn't get enough Brotherhood Week campaigns to make a showing, and so we awarded the special quarterly award on April 10th, to Bill Reisinger.

Now, we learn, in May, that the Brother-hood Week campaigns were all down in Harry Mandel's office, a fact that our good common sense should have told us. Talking with Harry before Brotherhood Week, we said we never had enough campaigns, and now we recall, he said we damn well would have some this year, from every RKO theatre! And, we've got 'em, never too late to praise the managers who really did a much better job than ever before.

There's Bill Hastings, from the RKO Orpheum, Denver, with another of the campaigns which have won the special Quigley Award in previous years. Bill always does the best kind of a job with Brotherhood Week, and gives it more thought and attention than most. This year he surpassed himself, and his exhibit prompts the thought that we should review his and the other campaigns that we have in hand, next January, for the good it will do just before another Brotherhood Week.

# Advance Publicity For Next Year

Jerry Baker has a fine campaign from the RKO Keith's theatre, Washington, and there are substantial exhibits from RKO Proctor's, New Rochelle, RKO Proctor's, Mt. Vernon, and the RKO Fordham. An unsigned book from the RKO 86th Street, tells how they collected \$1,282 for Brotherhood Week in the theatre. Several managers, notably Herb Heintz, at the RKO Keith theatre, Flushing, include pictures that we wish we had seen, weeks ago, when they were timely. There are a dozen other RKO theatres represented, all with good material.

We have a proposition to offer, which may make up our failure to Harry Mandel. That is, that either he store these good campaigns away, or let us put them in our steel cabinet, safely in reserve for next year, and then, four weeks before Brotherhood Week starts in February, 1954, we'll make a layout and story just ahead of the new effort, as inspiration and promotion for another, even better Brotherhood Week to come. This package of promotion is out of date, at this moment, but it will be exactly right if it prods you into action, and points the way next year.

In any event, the campaigns, entered too late for the Quigley Awards in the first quarter, are now listed and entered as contenders in the second quarter, which closes Iune 30th.

# And Harry SHOWMEN IN ACTION

Chas. Reynolds, manager of the Marco theatre, Waterford, Calif. sends a sample of his well-planned program calendar—mailed to box holders, with good use of ad slugs and cooperative ads.

Art Cauley, manager of the Paramount theatre, Peterborough, Ont., posts a 24-sheet right on the brick sidewall of the theatre, and it works fine. Could be better on a smooth board, in billposting style, but this works for frequent changes. You soon get the knack of it, but it requires practice.

Sam Gilman says "A tisket-z-tasket" and sends us a picture of a super-market tieup which he worked out for the benefit of Loew's State theatre, Syracuse, with every one of those wire baskets they have in chain stores, placarded for "Moulin Rouge."

C. H. Trotter, city manager for the Statesville Theatre Corporation in Statesville, N. C., writes to tell us that Delmar Sherrill, youngest and one of the best theatre managers on our lists, is now an Air Cadet at Lackland Air Base, San Antonio, Texas.

Ed Linder, manager of the Ontario theatre, Washington, D. C., invited amputees and other handicapped service men now at the Naval Hospital and Walter Reed Hospital, to see "Anna" and a special film, "Miracle on Skis" with cooperation of the Red Cross.

W. V. Dworski, manager of the Harris theatre, Findlay, Ohio, sends tear sheets of good cooperative ads, placed by merchants in picture tieups, at no cost to the theatre.

Mark Alling, manager, and Bill Blake, publicist, for the Golden Gate theatre, San Francisco, report a good campaign based on the personal appearance of William Thalman, star of "The Hitch Hiker."

Dale Tysinger, manager of Shea's theatre, Ashtabula, Ohio, had his picture (large size) in the Ashtabula Star-Beacon demonstrating an extra-large, three-dimensional film reel in a projection room shot, to explain new processes.

John W. Godfroy, manager of the Para-

mount theatre, Ashland, Ky. turns in a particularly good campaign on "Battle Cir-

cus" as an entry for the Quigley Awards,

which had a good run.

Lou Cohen, manager of Loew's Poli, Hartford, using a (promoted) \$900 recordplayer as a lobby attraction, to play back songs from "Call Me Madam."

Sid Kleper, manager of Loew's College theatre, New Haven, installing a sponsored short-wave station, manned by members of the Fort Hale Radio Club, to send direct messages to boys in Korea.

Bill C. Arts, manager of the Carroll theatre, Carroll, Iowa, had a splendid news break in the *Daily Times-Herald* with his story of 3-D and its invasion of the film field. It made front page news, reasonably explained in a personal interview with the theatre manager.

John G. Corbett, manager of the Paramount, Syracuse, turns in a good accounting of his showmanship with "Down Among the Sheltering Palms" to Seymour Morris, Schine circuit advertising and publicity head.

M. Y. Swamy, manager of the Sri Gayathri Talkies (theatre) at Mysore, South India, acknowledges his Round Table card, says he uses 24-sheets and daily advertising in his city (population two and one-half lakhs) with 12 theatres competing.





Lester Poliock, manager of Loew's theatre, Rochester, placed this artistic "Wishing Well" as a permanent display, to promote contributions to the Will Rogers Memorial Hospital. All he needs is a nice Kodachrome picture of the hospital to give folks a visual impression of the Variety Club's fine institution. At right, Chief Barker Eduardo Lachman doffs his top hat to don a Mexicon sombrero—gift of the Government of Mexico—presented by Carlos Bax, preliminary to the Variety International convention in Mexico City this month.

# Georgia Managers Win Silver Dollars







Georgia Theatre Company has just concluded their contest to celebrate the William K. Jenkins Silver Anniversary Jubilee, with silver dollars as tokens of the number of points for each winner. In the pictures above, we see Herman Hatton, city manager in Macon, Ga., with 200 silver dollars, arranged in neat piles for contemplation, and at right above, Pierce E. McCoy, city manager in Augusta, Ga., has placed his award money in honor of the company's president. Pierce is a Quigley Grand Award winner, and boasts a total of eighty-one Quigley Awards and citations over the years. At left liglow, John Harrison, city manager in

Waycross, Ga., poses with the Quigley Grand Award plaque he won last year, and the silver dollars that indicate his standing in the contest. There is also a check, which is part of the profit accruing to winners. In the lower corner, Frank McCullough, city manager in Brunswick, Ga., balances his winnings with a smile of satisfaction. E. E. Whitaker, operations manager for the circuit, writes that the contest was conducted on a "profit" motive—i. e., there was only one rule, to increase profits either by larger grosses or lower costs, over the same threemonths period of last year. "Whit" says the Georgia boys do it both ways.

# Manager Uses His M. P. Almanac

Barney Regan, manager of Famous Players' Victoria, Vancouver, writes he used his Motion Picture and Television Almanae to fortify his billing of Barbara Stanwyck and Marilyn Monroe under their real names, as a publicity stunt. Although he is located in Vancouver, where showmen are numerous, he says his theatre with 449 seats is "not too close" and there is "no local paper." Vancouver must be as big as Los

Angeles, where the city limits extend from the Arizona state line to Catalina Island, thirty miles off-shore in the Pacific. He says his district is building terrifically, and "we play to constant capacity business." That's Canada.

Color Still Popular

Vern Hudson, manager of the Capitol, St. Catherines, uses those excellent 11x14 MGM full-color stills to advertise his Technicolor attractions, and they count high in attraction value.

# H.S.Borland Delivers The Give-Aways

No manager in these United States has more to offer than Hugh S. Borland, manager of the Louis theatre, on Chicago's South Side, when it comes to proper and profitable give-aways that he promotes from all sources, for his theatre. What he accomplishes is all the more impressive when you realize that he boasts of the "last run in Chicago" and his audience is almost entirely Negro. Hugh has the gumption to go out looking for things that he can use in this respect, and he certainly finds them, beyond all others.

Right now, we have a copy of a fine brochure, 32-pages in color, of "Alexander Graham Bell" and the story of the telephone, which Hugh obtained, cost-free, from the Bell Telephone Company, for his patrons. Adjoining, is another booklet on how to cook eggs, published by the Poultry and Egg National Board. And there is "See Your Home in a New Light" on home lighting, from General Electric, and "Easy Ways to Chase Dirt" from the Cleanliness Bureau. Don't tell us that these are not appreciated by patrons!

There is also a packing slip, furnished free by a firm of movers, "Alan Ladd's Rules for Defense" which he copied from a pressbook, a punch-card for children attending all fifteen chapters of "Son of Geronimo" and an exhibit of the Lincoln Dioramas, by the Chicago Historial Society, as a lobby attraction. What a man is Borland, and why don't others do things as interesting?

# APPLICATION FOR MEMBERSHIP

MANAGERS'
ROUND TABLE

1270 Sixth Avenue, New York 20, N. Y.

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# June Drive

Everett E. Seibel, director of advertising and publicity for Minnesota Amusement Company, Minneapolis, sends us the exploitation kit which accompanies the circuit's May and June "Three Division, Three Dimension Drive for Showmanship," prizes for all winners. Top winner will get a two weeks' luxury cruise, and runners-up will get useful and valuable considerations to point to with pride. Even the candy sales girls are in line for nylons, plush cash on the line, for a total of \$1,200 in prize money and gifts. Everyone on the circuit is concerned with the outcome.

Theme of the drive is the "New Look" in showmanship-and they have plenty to go on, from the reports in the newspapers and trade press. Special events mentioned are style shows, cooking schools, flower shows, worthy benefits, merchants' sponsored shows, theatre rentals for all purpose, prom night and commencement programs, "School's Out" matinees, late date nights, theatre anniversaries, sneak previews, amateur nights, and party night. An exploitation score sheet is a practical list of things to do, and check them as you do them, from "A" to "Izzard."

# Manager Puts Action Into His Promotion

Arnold Kirsch, manager of the DeLuxe theatre, in the Bronx, New York, promoted 300 long-stem roses for the first 300 mothers attending the theatre on Mother's Day, giving the friendly florist a screen trailer, a poster in the lobby and program credit. For "City Beneath the Sea" he had an attractive tank of tropical fish, which unfortunately won't show in an engraving, as part of his lobby display. This exhibit was mechanized, with divers and pumps, borrowed from a neighborhood pet-shop, with the cooperation duly credited. Local merchants like to work with managers who have imagination and showmanship.



Jerry Marshall, New York disc jockey, re-Jerry Marshail, New York disc jockey, receives his advance copy of MGM's sound track recording from "I Love Melvin"—presented to him by lovely model Lisa Loring, who made a tour of radio and TV stations with the new album.

# Minnesota's Selling Approach

THE DESERT SONG-Warner Brothers. In color by Technicolor. The best loved of all musical adventures. Sings out with new glory in today's version. Of all its melody and splendor now with matchless new voices. Kathryn Grayson, Gordon MacRae and all-star cast. 24-sheet and all posters perfect for making cut-outs for marquee and lobby display. Pressbook shows you how to cut a 24-sheet to make your own standee at little cost. Newspaper ad mats will make your own herald and provide all the variety you need. A set of teasers will serve as display in many situations, and the combination ad and publicity mat at 35¢ the biggest bargain along Film Row. There are coloring mats, story mats and feature mats for your aid and benefit. Picture is a musical masterpiece, and thus provides its own music tieups.

THE DESERT RATS-20th Century-Fox. They slugged their way across the blazing African sands, on their hands, on their knees, to stop the Afrikan Korps cold! The men who crawled out of the shell-holes in Africa to turn disaster into victory. The guys in commando black, attacking in darkness and disappearing in darkness. The story of sly Rommel, the "Desert Fox," of World War II. 24-sheet and other posters are pictorial gems, unequaled as art for marquee and lobby display. Herald keys the campaign for most situations, with all the best advertising slants. Newspaper ad mats are stirring and will create interest and comment in this controversial figure who stands out as a military hero. The complete campaign mat, for which small theatre managers should return thanks and show their appreciation, gives you eight ad mats and two publicity mats for the price of one.

THE DESERT LEGION—Universal-International. In color by Technicolor, Alan Ladd. leading the fabulous Foreign Legion to glory, to adventure and the rapturous lips of Arlene Dahl! The greatest of the reckless legends of the Legion, with 1,000 years of history and 1,000 nights of love! 24sheet and all posters have art work that you could buy to better advantage as marquee and lobby display. Herald keys the campaign for small situations. A set of Color-Glo stills sells color with color. Newspaper ad mats range from full-page-verymuch-too-large-down to the special bargain composite mat, with six ad mats and slugs and a publicity mat, for 35¢, which is just right for small theatres. No use wasting pressbook space with full-page mats because anyone who wants an ad that big can get it direct and before the pressbook is off the press. Picture has been pre-sold with extensive magazine advertising. "Desert Legion" hats and costume materials will dress up your advertising and street ballyhoo. (How do you like three 'Desert' titles in a row?)

YOUNG BESS-MGM. In color by Technicolor. A timely picture, what with the Coronation in the news, and a spectacular follow-up for "Ivanhoe" and others in MGM's great pageant of historical pictures. The flaming love story of the girl who became queen. Jean Simmons, Stewart Granger, Deborah Kerr and Charles Laughton, who again plays "Henry the VIII." 24 sheet and other posters contain the makings of special art displays for marquee and lobby. A set of four door panels will dress your theatre front, 3-color herald keys your campaign, and special color stills will fill a lobby frame to sell color with color. Newspaper and publicity mats are many and varied for size and style with good attraction value for the hard-toget movie goer. Picture rates a splash ad, above usual size and space. The complete campaign mat, at 35¢ is MGM's gift to showmen, and widely copied by equally cooperative companies who want to serve the small situations. For the price of one mat, you get ten ad mats, two publicity mats and a yard of linotype borders in two styles! Pressbook also lists a special mat to print blotters, just the right size and the right copy, and an eight-column strip of stills in sequence to sell the story, "Romance of Young Bess-England's First Queen Elizabeth." It rates free space in your newspaper with the editor's blessing for a usable feature.

FAIR WIND TO JAVA-Republic. Color by Trucolor. The greatest sea action ro-mance of them all. Sail on "A Fair Wind" for adventure, spectacle, savage love. Fred MacMurray, Vera Ralston and strong cast with Victor McLaglen and Buddy Baer, as strong men. A story of the Java Sea, filmed in atmospheric settings, featuring native costumes and dances. No posters larger than 6-sheet, and no herald, but you won't lack materials to work with. Newspaper ad mats in good assortment, including the complete campaign mat at 35¢ which gives you six ads and two publicity mats, all good. You can print your own herald with some of several oversized newspaper ad mats that are shown in the pressbook supplement. Good front and lobby displays are suggested, and pressbook also recommends good commercial tieups that will work in your community.



# CLASSIFIED ADVERTISING

Fifteen cents per word, money-order or check with copy. Count initials, box number and address. Minimum insertion \$1.50. Four insertions for the price of three. Contract rates on application. No borders or cuts. Forms close Mondays at 5 P.M. Publisher reserves the right to reject any copy. Film and trailer advertising not accepted. Classified advertising not subject to agency commission. Address copy and checks: MOTION PICTURE HERALD, Classified Dept., Rockefoller Center, New York (20)



#### THEATRES

FULLY EQUIPPED MOTION PICTURE THEatre in Beaver Dam, Wisconsin, available immediately. 905 seats, opposition has 694 seats, population of town 11,800. Please write BOX 2219, MOTION PICTURE HERALD for purchase of long term lease and rental.

### NEW EQUIPMENT

EVERYONE'S BUYING 'EM-MASONITE MAR quee Letters 4"-35c; 8"-50c; 10"-60c; 12"-85c; 14"-41.25; 16"-41.50, any color. Fits Wagner, Adler, Beyelite signs, S. O. S. CINEMA SUPPLY CORP. 604 W. S2nd Street, New York 19, N. Y.

GET SET FOR 3D! INTERLOCKS, MECHANIcal \$190; Electrical \$375; Metallic Screen 90c sq. ft.; 24" Magazines \$336; Porthole Filters, \$47.50 pair. S.O. S. CINEMA SUPPLY CORP., 604 W. 52nd Street, New York 19, N. Y.

# USED EQUIPMENT

HIGH VALUES—LOW PRICES AT STAR! Pair DeVry XDC projectors, heavy bases, Strong intermediate lamphouses, rectifiers, Altec speaker system, all practically new, \$1759; Century (Westrex) sound system, used one month, \$925; Forest 60 amp. 3-phase rectifiers, \$235 pair; pair Magnarc lamphouses, rebuilt, \$500; E-7 Mechanisms, rebuilt, \$775 pair. What do you need? STAR CINEMA SUPPLY, 441 West 50th St., New York 19.

USED BUT EXCELLENT CONDITION; E-7 AND Super Simplex Intermittents \$69.50; Super Simplex mechanisms, \$225.00. Available on time. S. O. S. CINEMA SUPPLY CORPORATION, 604 W, 52nd Street, New York 19, N. Y.

# BUSINESS BOOSTERS

COMIC BOOKS, BALLOONS, TOYS. WRITE FOR catalogue. HECHT, 3074 Park Ave., New York 51.

THEATRICAL ADVERTISING NOVELTIES AND give aways will increase your box office receipts. Price list on request. TIMES SQUARE DISTRIBUTING COMPANY, 225 W. 34th St. (Suite 2218), New York City.

# Louis Korson, Industry Pioneer, Dies at 87

Louis Korson, 87, film executive when the industry was in its infancy, died May 1 in Los Angeles. He was one of the founders of Masterpiece Film Attractions, one of the earliest independent distributor organizations. He was also a part owner of the Equity Theatres circuit which operated theatres in eastern Pennsylvania until its sale to Warner Brothers Theatres. Among his other interests was the ownership of the Trio Exchange in Washington, D. C. He is the father of Dave Korson, sales manager for Columbia in Philadelphia, and Max Korson, with Warner Brothers in Philadelphia. Other survivors are his wife, three daughters and another son,

**Edward Sedgwick** 

Edward M. Sedgwick, 60, veteran producer and director, died of a heart attack May 7 in Los Angeles. Mr. Sedgwick came to Hollywood in 1913 and was with MGM 33 years. He had been senior officer of the Lucille Ball-Desi Arnaz Film Company. He

#### HELP WANTED

THEATRE MANAGERS — EXPERIENCED New England area in Connecticut and Massachusetts. Write J. TOTMAN, Stanley-Warner Management Corp., 70 College St., New Haven, Conn.

AMBITIOUS YOUNG THEATRE MANAGER, experienced and with eye for future, to work six day week with established Midwest theatre circuit and television applicant. Replies confidential. BOX 2720; MOTION PICTURE HERALD.

A SMALL CIRCUIT OF THEATRES IN THE MIDwest is in need of a manager and an assistant manager. If you have some experience in motion-picture business, are interested in a position with a reasonable starting selary and a good opportunity for the future, please write, c/o BOX 2721, MOTION PICTURE HERALD, giving complete information as to your age, marital status, experience in advertising (newspaper and exploitation), present position, starting salary necessary, and advising, if you can be available for an interview.

#### SEATING

SENSATIONAL SEAT SAVINGS! 820 Heywood Wakefield modern chairs w/7 ply veneer back, metal lined spring edge cushion, curved steel standards, excellent condition, attractive, comfortable, only \$5.95; plenty others—send for Chair Bulletin, S. O. S. CINEMA SUPPLY CORPORATION, 604 W. 52nd Street, New York 19, N. Y.

# DRIVE-IN EQUIPMENT

ORDER NOW-OPEN IN 1953. SUPER SIMPLEX drive-in outfit for 500 cars, \$3,495, others from \$1,595. (Send for lists.) Incar Speakers w/4" cones \$15,90 pair w/junction box; underground cable \$65M. Time payments available. S. O. S. CINEMA SUPPLY CORPORATION, 604 W. 52nd St., New York 19, N. Y.

## STUDIO EQUIPMENT

IT'S FASCINATING, MONEY-MAKING—SHOOT local newsreels, TV Commercials. Make advertising tie-ups with local merchants. Film Production Equipment Catalog free. S. O. S. CINEMA SUPPLY CORPORATION, 604 W. 52nd St., New York 19.

is survived by his widow, a daughter, two grandchildren, two sisters and his mother.

# Samuel Dintenfass

Samuel Dintenfass, 77, a pioneer in the film industry until 1911, when he left to become an automobile tire dealer, died May 6 in Atlantic City, N. J. He was among the original founders of Universal Pictures. His widow, two sons and a daughter survive.

# Ernest Wolfe

Ernest J. Wolfe, 59, an exhibitor in Lowville, N. Y., almost continuously since 1911, died at his home after a long illness, May 3. Mr. Wolfe opened his first theatre in the town when he was 17 years old. Surviving are his wife and two sons.

## Max Shenker

Max Shenker, 70, northern Ohio manager of the Berlo Vending Company for the past 17 years, died May 9 in Mt. Sinai Hospital, Cleveland. Prior to joining the Berlo company, he owned two neighborhood theatres in Cleveland.

#### POSITION WANTED

AGGRESSIVE, industrious young man age 25. Experienced in all phases of exhibition. Considers good programming, personnel and exploitation the basis of good operation. Now assistant manager of Southwestern circuit. Desires position in central or lower California, Nevada or Florida. Available one month from agreement. BOX 2722, MOTION PICTURE HERALD.

#### SERVICES

WINDOW CARDS, PROGRAMS, HERALDS, photo-offset printing. CATO SHOW PRINTING CO., Cato, N. Y.

LET A FORMER THEATRE MANAGER HANdle your printing problems! Any size order — quick service, quality work, and economical prices. Free copy writing or advice. Contact SILBERMAN PRINTING SERVICE, 8717 Clyde—Chicago, Ill. ESsex 5-9212.

## BOOKS

MAGIC SHADOWS — THE STORY OF THE Origin of Motion Pictures by Martin Quigley, Jr. Adventurous exploration of all the screen's history told in 191 crisp pages and 28 rare illustrations. Exciting reading for now and authoritative reference for tomorrow. A Georgetown University Press book. Price, postpaid, \$3.50. OUIGLEY BOOKSHOP, 1270 Sixth Ave., New York 20, N. Y.

MOTION PICTURE AND TELEVISION ALMANAC—the big book about your business—1952-53 edition. Contains over 12,000 biographies of important motion picture personalities. Also all industry statistics. Complete listing of feature pictures 1944 to date. Order your copy today, \$5.00, postage included. Send remittance to QUIGLEY BOOKSHOP, 1270 Sixth Avenue, New York 20, N. Y.

RICHARDSON'S BLUEBOOK OF PROJECTION.
Best Seller, since 1911. Now in 7th edition. Revised to
present last word in Sound Trouble Shooting Chart.
Expert information on all phases of projection and
equipment. Special new section on television. Invaluable to beginner and expert, S'.25 postpaid QUIGLEY
BOOKSHOP, 1270 Sixth Avenue, New York 20, N. Y.

# Legion Approves Five Of Seven Reviewed

The National Legion of Decency this week reviewed seven new films, putting three in Class A, Section I, morally unobjectionable for general patronage; two in Class A, Section II, morally unobjectionable for adults; and two in Class B, morally objectionable in part for all. In Section I, are "The Homesteaders," "Scared Stiff" and "Young Bess." In Section II are "Fair Wind to Java" and "Ring Around the Clock." In Class B are "Pickup on South Street," because of "suggestive situations, excessive brutality and undue sympathy for criminals," and "Take Me to Town," because of "suggestive costuming and situations."

Foreign Film Premiere

The Italian film "Strange Deception" will have its American premiere May 26 at the Normandie theatre, New York, it has been announced by Munio Podhorzer, president of Casino Film Exchange, the film's distributor.

# The Product Digest

# The Desert Rats

20th-Fox-The African Campaign

Twentieth Century-Fox turned to the history books for the source material of "The Desert Rats." The film is an impressively-made docu-ment about the heroic stand of the Australians under the 242-day siege of Tobruk by Field Marshal Rommel.

Marshat Rommel.

The picture is rather similar in narrative content and approach to others done before, yet it emerges as a drama sharpened into many excitements and touched with dangers and suspense. Battle scenes are reproduced to fullest pictorial effect, aided by some authentic clips. All told, the picture represents resourceful picture represents.

pictorial effect, aided by some authentic clips. All told, the picture represents resourceful picture-making.

Richard Burton enjoys the lead as the cold, efficient British officer who is given charge of the Australian infantrymen. On his shoulders rests the awesome task of making life-and-death decisions. The course of battle, successes and failures, plus the multitude of personal problems of the men form the background of the story.

James Mason plays a brief role as Rommel and thereby provides a good boxoffice name. Robert Newton rounds out the cast as an alcoholic private who once was the school master of Burton. The personal relationship between the two is developed into a warm human angle in the Richard Murphy screenplay.

There are no women in the cast, but no lack

There are no women in the cast, but no lack

of interest.

of interest.

Some of the war scenes are memorable. The picture is an absorbing glimpse back into history. Director Robert Wise handled the mass battle scenes with notable skill. He also brings to vivid life the inner-turmoil of Burton as he faces his difficult problems.

Robert L. Jacks produced.

Seen at the home office projection room, Reviewer's Rating: Very Good. — Mannel Hernstman.

HERBSTMAN

Release date, May 1953. Running time, 88 minutes.
PCA No. 16243. General audience classification.
Captain MacRoberts . Richard Burton
Bartlett. . Robert Newton
General. . Robert Douglas
Rommel. . . . James Mason
Torin Thatcher, Chips Rafferty, Charles Tingwell,
Charles Davis, Ben Wright, James Lilburn, John
O'Malley, Ray Harden, John Alderson, Richard Peel,
Michael Pate, Frank Pulaski, Arno Frey

# Fort Ti

# Columbia-Colonial Wars in 3-D

Columbia Pictures, whose first 3-D feature, the black and white "Man in the Dark," went into release several weeks ago, has followed up with the industry's first costume drama in color by Technicolor to be shot in 3-D, "Fort Ti." The film also is the third picture to be filmed in Milton Gunzburg's Natural Vision process, the others being Arch Oboler's ground-breaking "Bwana Devil" and Warners' current "House of Wax." Technically, "Fort Ti" ranks with the best of the 3-D's and in view of current

interest in new techniques should do very nicely at the box office

Entertainment-wise, however, "Fort Ti" is Entertainment-wise, nowever, Fort 1 is a standard action film dealing with American colonial and British efforts to dislodge the French forces from the Fort Ticonderoga territory in the pre-Revolutionary War era. Although strong on the action line and containing its share of bloody battle and sudden skirmish, the script is a choppy affair, weak on motivation and ordinary continuity, making the chain of events sometimes difficult to follow and not

of events sometimes difficult to follow and not always as suspenseful as they should be.

Heading the cast is George Montgomery, a lieutenant in the famous Rogers' Rangers whose duty it is to lay the groundwork for the successful capture of Fort Ti from the French. He is aided and abetted by his pal, Irving Bacon, who is a sort of Daniel Boone type, and his brother-in-law, James Seay, who has been blackmailed into being a French spy. When Seay's wife (Montgomery's sister) is kidnapped by the French, Seay joins Montgomery and is instrumental in the success of the Ranger operation.

Also figuring in the plot are pretty newcom-

the Ranger operation.

Also figuring in the plot are pretty newcomers Joan Vohs and Phyllis Fowler, the former a high type English girl lost in the wilderness, and the latter an Indian girl, in love with Montgomery but married to another. Unable to continue that sad state of affairs, Miss Fowler commits the first 3-D suicide.

The Technicolor photography is first rate, especially handsome in the many outdoor scenes of gentle, rolling countryside. The film has its quota of 3-D tricks, with spears, tomahawks, cannon muzzles, muskets and other antique paraphernalia coming out at the audience in varying degrees of effectiveness. Generally, however, these "scare" illusions are more adroitly handled than they have been in other pictures.

Sam Katzman produced and William Castle Sam Katzman produced and William Castle directed the story and screenplay by Robert E. Kent. "Fort Ti" undoubtedly will justify big exploitation, although its best audience will be those who would go for this particular genre whether in or out of 3-D.

Seen at Columbia screening room in New York. Reviewer's Rating: Good.—VINCENT

SHOWMEN'S REVIEWS SHORT SUBJECTS ADVANCE SYNOPSES THE RELEASE CHART

# Pickup on South Street 20th-Fox-Mayhem and Espionage

Threads of Communist espionage are woven into an action melodrama, and laced with sex and sadism in "Pickup on South Street." For those who do not scrutinize the plot too criti-cally it will provide highly charged and satisfying drama. The cast is a good drawing one, including Richard Widmark, Jean Peters and Thelma Ritter

As usual, Widmark gives a performance that sizzles with excitement and explosiveness. Playing a pickpocket, his dextrous fingers lift a wallet from the purse from a shapely young lady in a subway. Unbeknown to the lady, Jean Peters, the wallet contains a film of valuable information for a Communist spy ring.
And therein lies the tale, F.B.I. agents trailing
Miss Peters are given the slip by Widmark. At
the same time, the Communist agents, learning

of the loot, go out on a desperate drive to re-cover the wallet.

As it happens, Widmark is a man of little respect for the police, so their efforts to recover the film are unavailing. More enticing to him

the film are unavailing. More enticing to him is the promise of the money the film can yield from the Communists.

Miss Peters sets out to act as a cat's paw to retrieve the wallet. But two things happen to change her mind. One, she falls in love with Widmark; two, she learns to her disgust that has heave the during Communist.

Miss Peters gets some sound bludgeoning in the picture. First from Widmark and then from Richard Kiley, a Communist agent.

A cleverly built-up atmosphere of suspense hangs over the film as Widmark finally joins the ranks of the law and goes on to help eliminate the spies. At the same time he cuts a path to romance with Miss Peters.

An oddly pleasing performance is contributed by Thelma Ritter, as a tie-peddler with a fund of helpful underworld knowledge. Good water-front photography helps heighten the picture's

Samuel Fuller directed from his own screen-play and Jules Schermer produced. The origi-nal was by Dwight Taylor, Seen at the home office projection room. Re-viewer's Rating: Very Good.—M. H.

# Siren of Bagdad

Columbia-Romance, Costumes and Color

A delightful, tongue-in-cheek quality is added a romantic costume drama in "Siren of to a romantic costume drama in (Continued on following page)

(Continued from treceding page)

Bagdad." The picture rolls along in gay spirit and adventurous mood, sporting such box office assets as pretty girls, outdoor action and color by Technicolor. The situations that develop in the story are routine, but the approach is fresh

and the dialogue frequently bright.

Paul Henreid plays the Great Kazah, a handsome musician who heads a troupe of girls and acrobats doing a road show in Arabia. Before long a brigade of the Sultan's bandits swoops down on the troupe and steals the pretty girls. Thereon it becomes a task for Henreid to retrieve his pretty girls.

It is not an easy task, not even for Henreid with his bundle of magic. For one thing the sultan, Charlie Lung, is a man simple in mind, but strong in his partiality to pretty females. Through his magic Henreid comes close to rescuing his girls but fails.

Henreid stumbles on to Patricia Medina, the daughter of the wrongly deposed sultan. With her he conspires to right many injustices Among the events that follow is the pose of Miss Medina as a princess who is supposed to marry Lung. The ruse is eventually exposed marry Lung. The ruse is eventually exposed and things look bad all around for Miss Medina and Henreid. Some more action, swordplay and magic follows, after which the proper sultan ascends to the throne again and romance

Among the prettier and more curvacious of

the many girls in the cast is Laurette Luez. Richard Quine directed and Sam Katzman produced from the screenplay by Robert E.

Seen at the home office projection room. Re-viewer's Kating: Good.—M. H.

	June 1953. Running time, 72 minutes
	General audience classification.
Kazah	Paul Henrei
Zendi	Patricia Medina
	Hans Conried
Sultan El Malid	
Laurette Luez,	Anne Dore, George Keymas, Vivian
Mason, Michael	Fox. Karl Davis, Carl Milletaire

# The Glory Brigade 20th-Fox-With the U. N. in Korea

Some of the problems arising out of an in-

Some of the problems arising out of an international military effort—such as the United Nations' in Korca—are highlighted in "The Glory Brigade," a generally satisfactory and honest war drama telling of a small but hazardous mission undertaken by joint Greek and American forces against North Korean and Chinese Communists.

With only Victor Mature's name well-known to the public, the picture may be rather difficult to sell. It is, however, an extremely competent job of movie-making. Its comparatively unknown cast—most of whom seem to be recruits from the New York stage—contains some excellent performers, notably Alexander Scourby as a Greek officer and Richard Egan as a dead-panned American soldier.

"The Glory Brigade" also is a technically fine

"The Glory Brigade" also is a technically fine oduction. Its battle scenes and noises give production. guts and substance to the screenplay by Frankfulls and substance to the screenplay by Prans-lin Coen which, while avoiding many cliches usually found in war dramas, is more noble in intent than it is inventive.

Mature is cast as an American lieutenant whose engineers unit is assigned to ferry a Greek U. N. force across a river into enemy Greek U. N. force across a river into enemy territory to reconnoiter before a big U. N. attack. Since Mature is of Greek descent, it at first seems that friction between the two national groups will be at a minimum. However, in the first skirmish with the enemy, Mature fails to hear any gun shots from the Greek positions and immediately assumes that head and interest that the first statement.

they have fled without fighting. This sets up a basis for conflict which carries the main story line along, and climaxes when the American lieutenant finds the Greeks to be extremely brave warriors who fight best with their silent bayonets in grizzly hand-to-hand combat.

The film ends on a note of increased international cooperation and mutual respect, hav-ing had its fair share of suspenseful interludes and bloody brushes with the enemy. Robert D. Webb directed with more understatement than phony heroics; perhaps, however, with just a little too much understatement. William Bloom produced. There are no ladies—not even pin-ups of ladies—in the entire production.

Seen at the 20th-Fox screening room in New

York. Reviewer's Rating: Good .- V. C.

Release date, July, 1953. Running time, 82 minutes, PCA No. 16116. General audience classification. Lt. Sam Prior. Victor Mature Lt. Nikias. Alexander Scourby Corp. Bowman. Lee Marvin Sgt. Johnson. Richard Egan Nick Dennis, Roy Roberts, Alvy Moore, Russell Evans, Henry Kulky, Gregg Martell, Lamont Johnson, Carleton Young, Frank Gerstle, Alberto Morin, George Saris, Stuart Nedd, George Michaelides, John Verros, Peter Mamakos, Jonathan Hole, Father Patrinakos

# The 49th Man

### Columbia-Spy Melodrama

The threat of a foreign power exploding an atom-bomb over an American city hovers over "The 49th Man." Made along standard lines, this documentary-styled drama manages to

strike up some good action and excitement despite a lack of originality of approach. The producer of the film is Sam Katzman.

John Ireland heads the cast as a security investigator out to unravel a worrisome riddle. It is learned that a bomb is being snuggled into the country piece by piece. A frenzied effort to track down the origin of the plot takes Ireland into Paris. Here he gets a taste of cafe life plus a few lessons in underworld

Ireland finally manages to track down the center of the espionage and pin it right on to a U. S. commander. After some melodramatics, a wild chase, and an unscheduled ride in a submarine, Ireland learns that he was but a guinea pig in a "war game." What develops guinea pig in a "war game." What develops to everybody's shock, however, is that the "war games" were used as a cover by a group of enemy aliens who have smuggled a bomb into the country and are prepared to set it off, somewhere, sometime.

A desperate rush to nip the impending disaster sweeps on, marked by suspense and tension, but crowned by last minute success. The slight feminine touch is provided by Suzanne Dalbert, an uncertain young lady who turns out to be

in the camp of the spies.
Others in the cast are Richard Denning, security officer, and Robert C. Foulk, the sub-

commander.
Charles H. Schneer was associate producer and Fred F. Sears directed from the screenplay by Harry Essex.

Seen at the home office projection room. Re-viewer's Rating: Good.—M. H.

Release date, June 1953. Running time, 73 minutes. PCA No. 16329. General audience classification. John Ireland Paul Regan. Richard Denning Suzanie Dalbert, Robert C. Foulk, Touch Conners, Richard Avonde, William R. Klein, Cicely Brown, Tommy Farrell, Joseph Mell, Robert Hunter, Peter Marshall, George Milao, Genevieve Aumont, Michael Colgan, Cris Alcaide, George Dee

# Powder River 20th-Fox-Large-scale Western

The standard Western narrative is adorned in large-scale production frame, including color Technicolor, and infused with enough action and gunplay to satisfy the most demanding of

Two obstreperous he-men, Rory Calhoun and Cameron Mitchell, share the lead with two attractive females, Corinne Calvet and Penny Edwards. The picture should be an easy one to sell tickets for and an easier one to exploit.

Calhoun, at the story's outset, is a peace-loving man despite a career behind him as a hard hombre with a gun. Attempts to get him to serve as marshal of an outlaw-ridden town are unavailing, until one day his buddy is done in by the villains and his gold stolen. Forthwith Calhoun puts on the badge of the law and

goes gunning for the outlaws.

First thing Calhoun clashes with Miss Calvet

who runs the gambling casino. It then follows that he clashes with her suitor, Mitchell, a man whose influence in the town is matched only by his reputation with a gun. It develops in by his reputation with a gun. It develops in the screenplay by Geoffrey Holmes that Cal-houn and Mitchell become buddies, and eventu-Other angles in the story involve Miss Edwards' coming to the town to marry Mitchell, only to find him steeped in corruption and sick-ness. An added hitch is the subsequent disclosure that it was Mitchell who killed Calhoun's buddy.

Differences are settled in traditional western manner. By the time the story runs its course, Mitchell succumbs to his illness and Calhoun succumbs to the charms of Miss Edwards. As for Miss Calvet, she goes her hip-swaying way in search of greater fortune.

Andre Hakim produced and Louis King

Seen at the home office projection room. Re-viewer's Rating: Good.—M. H.

Release date, Juné 1953. Running time, 78 minutes. PCA No. 16060. General addience classification. Chino Bullock Roty Calhoun Frenchie Commercial and Commercial Release Commercial Release Commercial Release Release Release Commercial Release Rele

# Bad Blonde

# Lippert-Barbara Payton and Story

Remember Barbara Payton? The girl Franchot Tone and Tom Neal fought about? The fight that made all those headlines? If you do, the linking of Miss Payton's name with a title like "Bad Blonde" requires no explanation. If the public does, it may or may not flock in to see this picture, depending on what the general attitude toward paying to see news figures acting out fiction stories may prove to be in 1953 (no tests like this having been made in recent years). If, of course, the pub-lic does not remember the actress, and/or the news stories, the calculations responsible for production of this picture will have been in

Miss Payton is the only name in the cast that has marquee meaning in the States. The pic-ture, an Exclusive Films Production, was filmed in England, from a screenplay by Guy Elmes and Richard Landau based on a novel by Mas Catto, and was directed by a Hollywood direc tor, Reginald Le Borg, whose professional skill and native understanding enabled him to make and native understanding enabled him to make several sections of the script seem a good deal more plausible than they are. The other players—Frederick Valk, John Slater, Sidney James, Tony Wright, Marie Burke, Selma Vaz Dias, others—may have followings that will mean money in the foreign market.

The bad blonde of the title, played by Miss Bottom of the service of

Payton, is young wife to an aging boxing impresario who takes over management of Wright, a young boxer, and tries to promote a friendliness between wife and boxer which she converts into an illicit relationship. When the boxer's conscience bothers him to the point of discontinuing the affair she tells him she is to the point pregnant, although she isn't, and he makes this a reason for agreeing to murder her bushand which he does, and next thing you know she's skilling the boxer by poison, in what stacks up as a perfect crime until his trainer finds out what she's done and arranges for the police to take her into custody. Motivation gets at least as criss-crossed and implausible in the

picture as in the foregoing.

Previewed in Hollywood projection room. Reviewer's Rating: Fair. — WILLIAM R. WEAVER,

Release date, April 10. Running time, 80 minutes.
PCA No. 16250. Adult audience classification.
Lorna. Barbara Payton
Giuseppe Frederick Valk
John Slater, Sidney James, Tony Wright, Marie
Burke, Selma Vaz Dias, Enzo Cotiochia, George Eoodbrudge, Bettina Dickson, John Brooking

# The Girl Next Door

20th-Fox-Song and Dance

Lushly set in a Technicolor atmosphere, this mild little story bubbles over with musical and dance selections. A singing introduction by the chorus girls, while the credits flash on the screen, sets the mood immediately and the film rarely wanders from a strictly song and dance production. The story material is incidental and remains subservient to the nine musical

and remains subservient to the nine musical selections which keep the stars quite busy. Dan Dailey, June Haver and Dennis Day head the cast, which also includes Billy Gray and Cara Williams. They are nice friendly people, suffering from somewhat unimportant troubles, who are never given a chance to become warm characters as they are held in check by an ineffective script. Dailey and Miss Haver are established attractions but are forced to work with choreography which is limited in appeal for the most part and songs which are just run of the mill.

The story is tied around the plight of Miss Haver, a musical comedy star, and neighbor Dailey, a cartoonist, falling in love. When they finally realize they are in love they have to hurdle the barrier set up by Dailey's son, whom he has raised since the death of his wife. This precocious little youngster just doesn't see the need for women in the world. It appears as if the two lovers will now break up, as they cannot reconcile themselves to marrying against the child's will. Of course, the expected ending will please those who enjoy seeing true love triumph.

There are an overabundance of dream sequences which are fashioned solely as excuses to enable the principals to dance. Dennis Day and Miss Williams provide the secondary love interest and Billy Gray gives a competent per-

formance as Dailey's son.

Perhaps the most imaginative touches in the entire film are the animated cartoon sequences by United Productions of America, producers of the Gerald McBoing-Boing series. Since Dailey is a cartoonist, segments of the story and a dream or two are translated into car-

Richard Sale directed and Robert Bassler produced this film which was Miss Haver's last before she decided to enter a convent.

Reviewed at the home office in New York, Reviewer's Rating: Fair.—Robert H. Perllla.

	late, June, 1953. Running time, 92 minu	
PUA No	5613. General audience classification.	
Bill		iles
frannie.	June Ha	ve
Reed	Dennis I	)a
Billy Gr	. Cara Williams, Natalie Schafer, Clin	101
undberg	Hayden Rorke, Mary Jane Saunders, Da	1111
ee Hid	Lyn Wilde, Mona Knox, June Wurs	ter
Beverly	hompson, Gregg Sherwood, Michael Re	088
Herburt	igran, Charles Wagenheim, Don Koh	ler
Robert C		

# Double Confession Stratford-Name the Murderer

At first thought, the double confession re-ferred to in the title would be the revelations that the two leading characters tell each other. But as the picture progresses, the audience discovers two more confessions, this time to a

The story is actually much simpler than the above, though a maze of confusion surrounding the characters makes it unnecessarily complex. the characters makes it unnecessarily complex. From the moment Derek Farr arrives in Seagate, a seaside resort in England, a number of strange incidents occur. His estranged wife is found dead and a man has fallen or been pushed over a cliff for no apparent reason. Farr goes to see William Hartnell, owner of a fabulous restaurant-nightclub, and tells him he's warrs of Hartnell's assections with his wife. aware of Hartnell's association with his wife. Farr admits he killed his wife and has a wellthought-out plan to pin the murder on Hart-

At the film's climax, an employee of Hartnell also confesses to the wife's murder, but as things turn out, neither party did it. She committed suicide! The restaurateur gets his just desserts when it's revealed he pushed the man off the cliff to end a blackmail plot.

"Double Confession" is not half as bad as it ounds, thanks mainly to some very good performances, especially Farr's, and to some won-derful atmosphere shots of a day at the beach and in an amusement park. In fact, director Ken Annakin seemed to get so engrossed with Seagate that the main story suffers in comparison

The picture should get by with those who attend British films and as an added attraction for regular audiences there's Peter Lorre in his first film appearance in some years. Harry Reynolds produced.

"Double Confession" is based on the novel, "All on a Summer's Day" by John Garden. The adaptation was by Ralph Keene from which William Templeton wrote the screenplay. Seen at the Little Carnegie Theatre in New York. Reviewer's Rating: Fair.—JAY REMER.

Rele	ase	date	0	Ma	V	2.	1953.	Running	time, 86
minute	es.	Gen	ral	1	die	nce	class	ification.	
Jim 3	ledw	ay							Derek Farr
									an Hopkins
									eter Lorre
									m Harrison.
									Voodbridge,
Henry	Ed	war	is.	1.	da	He	De.	Esma Can	non, Mona

# Column South

U-I-Cavalry, Indians, Technicolor

Audie Murphy, Joan Evans and Technicolor are the top names in this colorful but narra-tively clouded picturization of events in and around a fort in New Mexico in 1861, with the Civil War about ready to break out and with the Cavalrymen on duty at the fort about equally divided in their feelings about the North and the South. Murphy plays a Cavalryman loyal to the Union and Miss Evans is a daughter of Ol' Mississip', Suh, and their romance is never a very important part of the story, 'though it serves the boy-meets-girl require-

ment in routine fashion.

The film is full of fighting, with bows and arrows and with muskets, with dynamite and with fists, some of this fighting resulting in death, but it gets pretty hard to make out, much of the time, whether the Union or Confederacy or the Indians are the goodies or the baddies or the innocent by-standers (although the Indians seem definitely to have the latter disastrous distinction). Clarity along the story line might have made a lot of difference, bene-ficially, in the commercial destiny of the production.

The script by William Sackheim, who also is credited with the story, has Murphy portraying a cocky Lieutenant of Cavalry who is the intimate and understanding friend of a Navajo chief whose tribe is falsely accused of a mur-der committed by a white man whose guilt Murphy beats him into confessing. Miss Evans, Murphy beats him into confessing. Miss Evans, only feminine member of the cast, is the sister of a Cavalry Captain played by Robert Sterling. Ray Collins plays a U. S. Brigadier General who cooks up deep trouble for the Cavalry, the Indians and all concerned by way of alry, the Indians and all concerned by way of preparing a way (never very clearly outlined) for the South to "cut the Union's life line" when the brewing war boils over. It takes a lot of ridin', shootin' and explainin' to iron out the assorted confusions to the satisfaction of the director (Frederick de Cordova) at least, when held have been groing. he'd have kept going.

else hed have kept gomg.
Previewed at the Pantages theatre, Hollywood on a Tuesday night, and to an audience present to witness "Salome." Maybe an audience present to see Murphy, Cavalry, Indians, etc., would react better than this one did. Reviewer's Rating: Average.—W. R. W.

# SHORT SUBJECTS

# BRITAIN'S SKYBLAZERS

Screenliner (34213)

This is a comprehensive review of England's remarkable jet planes. A dozen types of jet aircraft—including the amazing delta-wings are shown in this tribute to super-speed. A graphic illustration on how the plane and jet engines work is provided in the early part of this short. After watching a number of the high speed planes perform, the short reaches a climax as we see the de Haviland crack through the count of the short process. the sound barrier with a mighty explosive bang. Release date: March 13, 1953 8 minutes

#### THE WIZARD OF CLUBS (Paramount)

Sportlight (R12-7)

Here Grantland Rice comments as Paul Hahn, one of the world's greatest golf trick shot artists, gives some fine demonstrations of unusual shots. He drives the ball while standing on one foot from a chair, then while seated on a stool, and finally while kneeling on the turf. Each time he sends the ball some 250 yards straight down the fairway. Among his other novelty shots are driving with a piece of rubber hose and slamming balls with irons in both hands.

Release date: April 10, 1953

#### FOWL WEATHER (Warner Bros.)

Merry Melody Technicolor Cartoon (9713)
Posing as a baby chick, Tweety, the baby bird, enlists the aid of the barnyard chickens against Sylvester, the cat, to ruin his game. The roosters and the hens successfully beat off the cat's many attempts to capture Tweety.

Release date: April 4, 1953 7 minutes

#### THE EMPEROR'S NEW CLOTHES (Columbia)

Jolly Frolies (5504)
This is a UPA cartoon based on the famous Hans Christian Andersen story concerning the emperor's suit of invisible cloth. Playing on the snobishness of the emperor, a couple of tailors convince him that they are fashioning a suit for him made of cloth that only the intelligent can see. When he parades down the street in his birthday suit, a child spoils the day. Release date: April 30, 1953 7 minutes

# ESCAPE TO FREEDOM (RKO)

RKO Pathe Special (33108)
Here is the story of the escapec who braves police patrols, troops, barbed wire barricades, watch towers, vicious dogs, man traps and mine fields to escape from the Russian zone to the From this point, we are shown how a typical escapee is taken in hand, helped with his education and assisted in obtaining a U. S. passport. Release date: March 27, 1953 15 minutes

# **ADVANCE SYNOPSIS**

# BOWERY KNIGHTS

(Allied Artists)

PRODUCER: Ben Schwalb. DIRECTOR: Edwards Bernds. PLAYERS: Leo Gorcey, Huntz Hall.

When word comes that Huntz COMEDY Hall's titled relative is near death, Leo Gorcey and the Bowery Boys sail to London, Upon their arrival, they discover that the assembled relatives are plotting to poison the Earl and get rid of the boys. The tough boys from New York rout the relatives and save the Earl's life. Even though it is later discovered that Hall is not related to the English noble, the happy Earl rewards the boys before they head back to the

# THE RELEASE CHART

# Index to Reviews and Advance Synopses, with Ratings

Release dates and running time are furnished as soon as available. Advance dates are tentative and subject to change. Running times are the official times supplied by the distributor.

All page numbers on this chart refer to pages in the PRODUCT DIGEST SECTION of MOTION PICTURE HERALD.

Short Subjects Chart with Synopses Index can be found on pages 1806-1807, issue of April 25, 1953.

Feature Product by Company starts on Page 1813, issue of April 25, 1953.

For exploitation see Managers' Round Table section.

\*Following a title indicates a Box Office Champion.

Picture ratings under National Groups are estimates by leading women's organizations and national review committees; A—Adults (over 18 years), Y—Youth (ages 12 to 18), C—Children (ages 8 to 12). Legion of Decency Ratings: (A-1), Unobjectionable; A-2, Unobjectionable for Adults; B, Objectionable in part; C, Condemned.

(S) before a page number indicates advance synopsis.

					- REVI	EWED -		RATING	5
			Release	Runnin	ig (S)=1	ynopsis	Nat'l		Herald
TITLE—Production Number—Co	mpany	Stars	Date	Time	Issue	Page	Groups	L. of D.	Review
A									
ABBOTT & Costello Go to Mars (3)	16) Univ.	Abbott & Costello	Apr., '53	77m	Mar. 21	1766		В	Good
Abbott & Costello Meet Captain I				,,,,,,	Widi. Li	1100			0000
(208) (color)	WB	Abbott & Costello-Charles Laughton	Dec. 27,'52	70m	Nov. 29	1622	AYC	A-1	Good
Above and Beyond (313)*	MGM	Robert Taylor-Eleanor Parker	Jan., '53	122m	Nov. 22	1613	AY	A-2	Very God
Affair in Trinidad* (501)	Col.	Rita Hayworth-Glenn Ford	Sept., '52	98m	Aug. 2	1470	A	В	Fair
Against All Flags (color) (305)*	Univ.	Errol Flynn-Maureen O'Hara	Dec., '52	83m	Nov. 29	1621	AY	A-2	Very Good
Ali Baba Nights (5215)	Lippert	Anna May Wong (reissue)	May 22, '53	76m					
All Ashore (color) (534)	Col.	Mickey Rooney-Dick Haymes	Mar., '53	80m	Feb. 14	1717	AY	В	Very Good
Alleghany Uprising (384)	RKO	John Wayne-Claire Trevor (reissu	e) Sept.,'52	81m	Oct. 28,'39				
Amazing Monsieur Fabre, The (Fr.)		D: F							
	Meadow	Pierre Fresney	Aug. 20, 52	90m	Aug. 30	1511		A-I	Very Good
Ambush at Tomahawk Gap (color)	Col.	John Hodiak-John Derek	May, 53	73m	May 9	1829		В	Very Good
Androcles and the Lion (368)	RKO	Jean Simmons-Victor Meture	Jan. 9, 53	98m	Nov. 22	1614	AY	В	Very Good
Angel Face (312)	RKO	Robert Mitchum-Jean Simmons	Feb. 11, 53	90m	Dec. 6	1629	A	В	Very Good
	mmercial	Anton Walbrook-Diana Wynyard	Nov. 10,'52	80m	Nov. 15	1607		A-2	Fair
Anna (Ital.) (Eng. Dial.)	I.F.E.	Silvano Mangano-Vittorio Gassman	Oct. 12,'52	IIIm	Aug. 9	1477		В	Good
Annie Oekley (383)	RKO	B. Stanwyck-Preston Foster (reissu	ie) Sept., 52	91m	Nov. 9, 35				
Apache War Smoke (305)	MGM	Gilbert Roland-Glenda Farrell	Oct., '52	67m	Sept. 20	1533	AY	A-2	Good
April in Paris (color) (209)*	WB	Rey Bolger-Doris Day	Jan. 3, 53	101m	Nov. 15	1605	AY	В	Excellent
Arctic Flight (5210)	Mono.	Wayne Morris-Alan Hale, Jr.	Oct. 19,'52	78m	Aug. 2	1470		A-1	Good
Army Bound (5216)	Mono.	Stanley Clements	Oct. 5,'52	61m	July 12	(S) 1443		A-1	
Assassin, The (Brit.)	UA	Richard Todd-Eva Bartok	Apr. 22, 53	90m	May 2	1822		A-2	Good
Assignment-Paris (507)	Col.	Dana Andrews-Marta Toren	Oct., '52	85m	Sept. 13	1525	AY	A-1	Good
В									
BABES in Bagdad (color)	UA	Paulette Goddard-John Boles	Dec. 7,'52	79m	Dec. 20	1646	A	A-2	Fair
Bachelor and the Bobby-Soxer (385			Dec. 5, 52	95m	June 7, 47				Excellent
Bachelor in Paris (5213)	Lippert	Dennis Price-Anne Vernon	Apr. 17,'53	83m					
Bachelor Mother (386)	RKO		Dec. 5, 52	82m	July 1,'39				
Bad and the Beautiful (315)*	MGM	Lana Turner-Kirk Douglas	Jan., '53	118m	Nov. 22	1613	A	В	Excellent
Bad Blonde (5211)	Lippert	Barbara Payton-Tony Wright	Apr. 10,'53	80m	May 16	1838			Fair
Bandit of Sherwood Forest, The	Col.		ue) Mar., '53	87m	Feb. 23,1946				Good
Bandits of Corsica, The	UA	Richard Greene-Paula Raymond	Feb. 27,'53	81m	Mar. 14	1758	AY	A2	Good
Battle Circus (321)	MGM	Humphrey Bogart-June Allyson	Mar., '53	90m	Jan. 31	1701	r.Y	В	Very Good
Battle Zone (5301)	AA	John Hodiak-Linda Christian	Oct. 26,'52	82m	Oct. 18	1565		A-1	Very Good
Because of You (302)	Univ.	Loretta Young-Jeff Chandler	Nov., 52	95m	Oct. 11	1558	AY	A-2	Good
Because You're Mine (color) (304)	MGM	Mario Lanza-Doretta Morrow	Oct., 52	103m	Sept. 6	1517	AYC	A-I	Excellent
Bellissima (Ital.)	I.F.E.	Anna Magnani-A. Blasetti	Mar., '53	108m	Feb. 14	1717			Very Good
Berliner, The (Ger.)	Burstyn	Gert Frobe-Aribert Wascher	Oct., '52	80m	Nov. I	1590			Fair
Beware, My Lovely (302)	RKO	Ida Lupino-Robert Ryan	Sept., '52	77m	Aug. 2	1470	AY	A-2	Good
	Madison	James Lipton-Gaby Rodgers	Mar., '53	75m	Apr. 4	1783		A-2	Fair
Big Frame, The (319)	RKO	Mark Stevens-Jean Kent	May, '53	67m	Apr. 4	1783		A-2	Fair
Black Castle, The (304)	Univ.	Stephen McNally-Richard Greene	Dec., '52	81m	Oct. 25	1582	AY	A-2	Good
Blackbeard, the Pirate (color) (307		Linda Darnell-Robert Newton	Dec. 25,'52	99m	Dec. 6	1629	AY	B	Good
Blazing Forest, The (color) (5207)	Para.	John Payne-Susan Morrow	Dec., '52	90m	Sept. 27	1541	AYC	A-1	Very Good
Blood on the Moon (388)	RKO	R. Mitchum-R. Preston (reissue)	Mar. 27, 53						
Bloodhounds of Broadway (C)									
(236)	20th-Fox	Mitzi Gaynor-Scott Brady	Nov., '52	90m	Nov. I	1589	AY	В	Very Good
Blue Canadian Rockies (4782)	Col.	Gene Autry-Pat Buttram	Nov., '52	58m	Nov. 22	1614	AYC	A-1	Good
Blue Gardenia, The (215)	WB	Anne Baxter-Richard Conte	Mar. 28,'53	90m	Mar. 14	1758	A	В	Good
Bonzo Goes to College (232)	Univ.	Edmund Gwenn-Maureen O'Sullivan	Sept., '52	80m	Aug. 30	1509	AYC	A-I	Very Good
Botany Bay (color)	Para.	Alan Ladd-James Mason	Not Set		Feb. 7	(S)1711			
Bowery Knights (5319)	AA	Bowery Boys	May 24, '53		May 16	(5) 1839			
Breaking the Sound Barrier (Brit.)	UA	Ann Todd-Ralph Richardson	Dec. 21,'52	115m	Nov. 15	1605	AY	A-1	Excellent
Bright Road (form. See How They			200.2.,02						
Run) (326)	MGM	Robert Horton-Dorothy Dandridge	Apr., '53	69m	Apr. 11	1790		A-I	Good
Bwana Devil (color) (3D)	UA	Barbara Britton-Robert Stack	Mar. 13,'53	79m	Dec. 13	1637	AY	A-2	
By the Light of the Silvery Moon						,			
(color) (219)	WB	Doris Day-Gordon MacRae	May 2,'53	102m	Mar. 28	1773		A-I	Very Good
(55,01) (2.7)	****	bay bolland machae	17107 2, 03			.,,,,			, 5000
C									
CALL Me Madam (color) (311)*	20th-Fox	Ethel Merman-Donald O'Connor	Apr., '53	114m	Mar. 7	1749	AY	A-1	Excellent
	20th-Fox		(e) Mar., 53	81m	May 4, 1935	,			
	Mono.	Johnny Mack Brown	Oct. 12.'52	53m	Aug. 30	(\$)1511			
Canyon Ambush (5244)	Lippert	Randolph Scott-C. Laughton (reissue		89m	Aug. 5,'45	(3)1311			
Ceptein Kidd (5210)									

					REVI	EWED -		RATING	5
TITLE—Production Number—	Company	Stars	Release	Runnin	g (S)=	symopsis	Nat:		Herald
	RKO		Date			Page	Groups	L. of D	
Captive Woman (306) Caribbean (C) (5202)	Para.	Margaret Field-Robert Clarke Arlene Dahl-John Payne	Oct., '52 Sept., '52	65m 97m	Oct. 4 Aug. 2	1550	AY	B	Fair Van Good
Castle in the Air (Brit.)	Stratford	David Tomlinson-Margaret Rutherford		92m	Jan. 10	1677	n1	A-2	Very Good Good
Cattle Town (207)	WB	Dennis Morgan-Philip Carey	Dec. 6, 52	71m	Nov. 22	1614	AYC	A-1	Good
City Beneath the Sea (308) (C)	Univ. WB	Robert Ryan-Mala Powers	Mar., '53	87m	Feb. 7	1709	AY	В	Very Good
City Is Dark, The Cleopatra (5208)	Para.	Sterling Hayden-Gene Nelson Claudette Colbert-H. Wilcoxon (reiss	June 6, 53	104m	May 9 Aug. 25, 34	(S)1831			
Clown, The (316)	MGM	Red Skelton-Jane Greer	Jan. 6, 53	92m	Dec. 27	1662	AY	В	Very Good
Code Two	MGM	Ratph Meeker-Sally Forrest	Apr., '53	69m	Mar. 14	1759		A-1	Good
Column South (color) (320)	Univ.	Audie Murphy-Joan Evans	June, 53	84m	May 16	1839			Average
Come Back, Little Sheba (5213)* Confidentially Connie (322)	Para. MGM	Burt Lancaster-Shirley Booth Janet Leigh-Van Johnson	Feb., '53 Mar., '53	99m 71m	Nov. 29 Jan. 17	1621	AY	В	Excellent
Count of St. Elmo, The	IVIOIVI	Janet Leigh-van Johnson	Mar., 53	7 Lm	Jan. 17	1000	AT	A-1	Good
	mopolitan	Nelly Corradi-Massimo Serato	Mar. 13,'53	98m	Mar. 21	1766			Average
Count the Hours (316)	RKO	Teresa Wright-MacDonald Carey	Apr. 1,'53	74m	Feb. 28	1742	A	A-2	Good
Cow Country (5310)	AA	Edmond O'Brien-Helen Westcott	Apr. 26, 53	82m	May 2	1822		A-2	Good
Crash of Silence (form. Story of Mandy) (Brit.) (383)	U-1	Phyliss Calvert-Jack Hawkins	Mar., '53	93m	Feb. 21	1773	AYC	A-2	Very Good
Crimson Pirate (color) (202)*	WB	Burt Lancaster-Eva Bartok	Sept. 27,'52	104m	Aug. 30	1509	AYC	A-I	Very Good
Cry of the Hunted	MGM	Vittorio Gassman-Polly Bergen	May, '53	80m	Mar. 14	1758		A-2	Very Good
Cupboard Was Bare, The (Fr.)	Hakim	Fernandel-Berthe Bovy	Nov., 52	82m	Nov. 15	1607	AY	A-I	Good
Curtain Up (Brit.)	Meadow	Robert Morley-Margaret Rutherford	Feb.'53	82m	Feb. 7	1710			Excellent
DANIGEROUS WILLIAM	MCM	Fil Mills F				101.000			
DANGEROUS When Wet (color) Dead Man's Trail (5243)	MGM Mono.	Esther Williams-Fernando Lamas Johnny Mack Brown-Barbara Allen	Not Set	EQ	Apr. 11	(5)1790		A 1	
Desert Legion (C) (315)	Univ.	Alan Ladd-Arlene Dahl	Sept. 21, 52 Apr., 53	59m 86m	May 17 Mar, 14	(S) 1367 1758	AY	A-1 A-1	Good
Desert Rats, The (319)	20th-Fox	Robert Newton-James Mason	May, '53	88m	May 16	1837		A-1	Very Good
Desert Song, The (color) (220)	WB	Kathryn Grayson-Gordon MacRae	May 30,'53	110m	Apr. 25	1805		A-1	Good
Desperadoes Outpost (5174)	Rep.	Allan Rocky Lane	Oct. 8, 52	54m	Oct. 11	1559	AYC	A-1	Good
Desperate Search, The (314)	MGM 20th-Fox	Howard Keel-Jane Green	Jan., '53	71m	Nov. 29	1622	AYC	B A-1	Good
Destination Gobi (color) (313) Devil Makes Three, The (302)	MGM	Richard Widmark-Don Taylor Gene Kelly-Pier Angeli	Mar., '53 Sept., '52	89m 96m	Feb. 28 Aug. 16	1742	AY	A-2	Very Good
Doomed (Ital.)	I.F.E.	Franca Marzi-Otello Toso	Apr., '53	94m	Apr. 11	1790	, , ,		Average
Double Confession (Brit.)	Stratford	Derek Farr-Peter Lorre	May 2,'53	86m	May 16	1839			Fair
Down Among the Sheltering Palms	20th-Fox	Mihi Gawar David W	14 152	67		1900		n	E.S.
(C) (317)	MGM	Mitzi Gaynor-David Wayne	Mar., '53	87m	Apr. 4	1782		В	Fair Vary Good
Dream Wife Dreamboat (223)	20th-Fox	Cary Grant-Deborah Kerr Clifton Webb-Ginger Rogers	May, 53 Aug., 52	101m 83m	Mar. 14 July 26	1758	AY	A-2	Very Good Excellent
E		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	3-1-2			. 101			
EIGHT Iron Men (515)	Col.	Bonar Colleano-Arthur Franz	Dec., '52	80m	Oct. 25	1581	AY	A-2	Very Good
Everything I Have Is Yours (C) (306		Marge and Gower Champion	Oct., '52	92m	Sept. 27	1541	AYC	A-2	Excellent
F									
FACE to Face (309)	RKO	James Mason-Robert Preston	Nov. 14,'52	92m	Nov. 15	1606	AY	В	Excellent
Fair Wind to Java (color) (5207)		Fred MacMurray-Vera Ralston	Apr. 28, 53	92m	May 2	1821			Very Good
Fanfan the Tulip (Fr.)	Lopert	Gerard Philipe-Gina Lollobrigida	May, '53	4.2					
Fangs of the Arctic (5222) Fargo (5226)	AA Mono.	Kirby Grant Bill Elliott-Phyllis Coates	Jan. 18,'53 Sept. 7,'52	63m	Sept. 13	1526		A-1 A-1	Good
Farmer Takes a Wife (color) (307)	20th-Fox	Betty Grable-Dale Robertson	July, 53	81m	Apr. 25	1805		M-1	Very Good
Fast Company	MGM	Howard Keel-Nina Foch	May, 53	68m	Apr. 18	1799			Good
Father's Dilemma (Ital.)	Davis	Aldo Fabrizi-Gaby Morley	Sept., 52	88m	Oct. 4	1550		В	Very Good
Fear and Desire	Burstyn	Frank Silvera-Kenneth Harp	Apr., '53	68m	Apr. 4	1782		В	Very Good
Feudin' Fools (5213) Five Angles on Murder (Brit.)	Mono.	Leo Gorcey-Huntz Hall	Sept. 21,'52	63m	July 5	(5)1434		A-1	
(form. Woman in Question)	Col.	Jean Kent-Dirk Bogarde	Mar., '53	88m	Feb. 23,'52	1246	A	В	Good
5000 Fingers of Dr. T, The (C)	Col.	Peter Lind Hayes-Mary Healy	Not Set	00111	Jan. 10	(5)1679	AY	A-1	0000
Flat Top (color) (5201)	AA	Sterling Hayden-Richard Carlson	Nov. 30, 52	85m	Nov. 22	1614	AY	A-I	Very Good
Flowers of St. Francis (Ital.)	Burstyn	Aldo Fabrizi	Oct. 6, 52	85m	Oct. 11	1559			Fair
Forbidden Games (Fr.) Fort Apache (387)	Times RKO	Brigitte Fossey-Georges Poujouly  John Wayne-Henry Fonda (reissue)	Dec.,'52 Mar. 27.'53	89m	Dec. 20	1647		В	Excellent
Fort Ti (color) (3D)	Col.	George Montgomery-Joan Vohs	May, '53	78m	May 16	1837			Good
Fort Vengeance (color) (5303)	AA	James Craig-Rita Moreno	Mar. 29, 53	75m	Apr. 11	1789		A-I	Very Good
49th Man, The	Col.	John Ireland-Richard Denning	June, 53	73m	May 16	1838			Good
Four Poster, The (519)	Col.	Rex Harrison-Lilli Palmer	Jan., '53	103m	Oct. 11	1558	A	A-2	Excellent
Francis Covers the Big Town	Univ.	Donald O'Connor-Yvette Dugay	July, 53	86m	Mar. 22, 52	(S) 1291			
GAMBLER and the Lady (5204)	Lippert	Dane Clark-Naomi Chance	Dec. 26, 52	71	D 20	1446			Augren
Gentleman's Agreement (352)	20th-Fox	Gregory Peck-Dorothy McGuire (reissi		71m	Dec. 20	1646			Average
Ghost of Crossbone Canyon	AA	Guy Madison-Andy Devine	Mar., '53	56m	Apr. 4	1783		A-1	Fair
Ghost Ship (Brit.) (5228)	Lippert	Hazel Court-Dermot Walsh	June 12,'53						
Girl Next Door, The (C) (320)	20th-Fox	June Haver-Dan Dailey	June, 53	92m	May 16	1839		A-I	Fair
Girl Who Had Everything	MGM	Elizabeth Taylor-Fernando Lamas	Mar., '53	69m	Mar. 7	1750	A V	A-2	Good
Girls in the Night (311) Girls of Pleasure Island (5215) (col	Univ.	Joyce Holden-Glenda Farrell Don Taylor-Leo Genn	Feb.,'53 Apr.,'53	83m 95m	Jan. 17 Feb. 28	1686	AY	B A-2	Good
Glass Wall, The	Col.	Gloria Grahame-Vittorio Gassman	Apr., '53	80m	Mar. 7	1750	AY	A-2	Good
Glory at Sea (Brit.)	Souvaine	Trevor Howard-Sonny Tufts	Mar. 10,'53	88m	Mar. 21	1766		A-1	Good
Glory Brigade, The	20th-Fox	Victor Mature	July, 53	82m	May 16	1838			Good
Golden Arrow, The	UA	Burgess Meredith-Jean Pierre Aumont		02-	C	1500	AV	P	V
Golden Hawk, The (color) (508) Goldtown Ghost Riders	Col.	Sterling Hayden-Rhonda Fleming Gene Autry-Gail Davis	Oct., '52 May, '53	83m 57m	Sept. 13	1525	AYC	B A-1	Very Good
Great White Hunter (form. Macomb		run, van van		27111			71.0	0.1	
Affair) (5209)	Lippert	Gregory Peck-Joan Bennett (reissue)	Dec. 12,'52	89m	Feb. 1,'47				Good
Greatest Show on Earth (C)* (5129)	Para.	All-Star Cast	May, '53	153m	Jan. 5	1177	AYC	В	Superior
Guerrilla Girl	UA	Helmut Dantine	Jan. 23, 53	81m	May 2	1823		A-2	Average
Guest Wife Gunfighter, The (348)	UA 20th-Fox	Gregory Peck-Jean Parker (reissue)	Jan., '53	90m 84m	July 28, 45 Apr. 29, 50				Very Good
Gunsmoke (color) (312)	Univ.	Audie Murphy-Susan Cabot	Mar., '53	79m	Feb. 7	1710	AYC	В	Very Good
н									,
HANGMAN'S Knot (color) (512)	Col.	Randolph Scott-Donna Reed	Nov., '52	81m	Nov. 1	1589	AY	A-2	Very Good
Hans Christian Anderson (color) (35		Danny Kaye-Farley Granger	Dec. 19,'52	112m	Nov. 29	1621	AYC	A-1	Excellent
Happy Time, The (506)	Col.	Charles Boyer-Louis Jourdan	Dec., '52	94m	Aug. 16	1485	AY	A-2	Excellent
TRADUCT DIGEST CONTINUE									1041

					- REVIEWS -			-RATING	
TITLE—Production Number—Co	maany	Stars	Release Date	Runain	g (S)=	Page	Nat'i Groups	L. of D	Herald Review
Hell Is Sold Out (Brit.)	Realart	Richard Attenborough-Mai Zetterling					Groups		
Heligate (5113)	Lippert	Sterling Hayden-Joan Leslie	Sept. 5,'52	75m 87m	Apr. 4 Aug. 23	1783		B	Fair Very Good
Hiawatha (color) (5202)	AA	Vincent Edwards-Yvette Dugay	Dec. 28, 52	80m	Dec. 20	1645	AYC	A-1	Excellent
High Noon* Hitch-Hiker, The (314)	RKO	Gary Cooper-Grace Kelly Edmond O'Brien-Frank Lovejoy	July 30,'52 Mar. 20,'53	85m	May 3	1349	AY	A-2	Very Good
Hoexters, The (319)	MGM	Guest Narrators	Jen. 30, 53	71 m 36 m	Jan. 17	1686	AY	A-2	Good
Homesteaders, The (5323)	AA	Bill Elliott	Mar. 22,'53	62m	Apr. 11	1790			Fair
Horizons West (235) (color)	Univ.	Robert Ryan-Julia Adams	Oct., '52	81m	Sept. 20	1534	A	A-2	Good
Houdini (color) (5223) Hour of 13, The (309)	Para. MGM	Tony Curtis-Janet Leigh Peter Lawford-Dawn Addams	July, 53 Nov., 52	80m	Oct. 4	1549	AY	A-2	Good
House of Wax (3D) (color) (218)	WB	Vincent Price-Phyllis Kirk	Apr. 25, 53	88m	Apr. 18	1798	~ 1	A-2	Excellent
Hurricane Smith (color) (5204)	Para.	Yvonne De Carlo-John Ireland	Oct., '52	90m	Sept. 13	1525	AY	В	Good
I BELIEVE In You (Brit.)	Univ. WB	Celia Johnson-Cecil Parker	Apr., 53	91m	May 2	1822	A	A-2 A-2	Good Excellent
I Confess (213) I Don't Care Girl, The (C) (302)	20th-Fox	Montgomery Clift-Anne Baxter Mitzi Gaynor-David Wayne	Feb. 28,'53 Jen.,'53	95m 78m	Feb. 7 Dec. 27	1709	ÂY	B -2	Very Good
I Love Melvin (color) (323)	MGM	Donald O'Connor-Debbie Reynolds	Mar., '53	77m	Feb. 7	1710	AYC	A-1	Very Good
I'll Get You (5206)	Lippert	George Raft-Sally Gray	Jan. 16,'53	79m	Feb. 7	1710			Good
Importance of Being Earnest (C) (3 (Brit.)	U-1	Michael Redgrave-Joan Greenwood	Dec. 22,'52	95m	Dec. 27	1661	AY	A-2	Excellent
Inveders from Mars (314) (color)		Helene Carter-Arthur Franz	May, '53	78m	Apr. 11	1790		A-I	Good
Invasion U.S.A. (513)	Col.	Gerald Mohr-Peggie Castle	Dec., 52	74m	Dec. 6	1630	AY	В	Average
Iron Mistress, The (C) (206)* It Came from Outer Space (3D)	WB	Alan Ladd-Virginia Meyo	Nov. 22, 52	110m	Oct. 18	1565	AY	В	Very Good
(322)	Univ.	Richard Carlson-Barbara Rush	Spec.						
If Grows on Trees (303)	Univ.	Irene Dunne-Dean Jagger	Nov., '52	84m	Nov. I	1589	AYC	A-1	Excellent
It Happens Every Thursday (319)	Univ.	Loretta Young-John Forsythe	May, '53	80m	Apr. 18	1798	AVC	A-2	Very Good
Ivanhoe (color) (307)*	мбм	Robert Taylor-Elizabeth Taylor	Feb. 20,'53	106m	June 21	1417	AYC	A-1	Excellent
JACK McCall, Desperado (color)	Col.	George Montgomery-Angela Stevens	An- 152	76m	Mar. 21	1765	AY	A-2	Very Good
Jalopy (5318)	AA	Bowery Boys	Apr.,'53 Feb. 15,'53	62m	Apr. 18	1798	Al	A-1	Fair
Jamaica Run (color) (5220)	Para.	Ray Milland-Arlene Dahl	June, 53	92m	Apr. 11	1789		A-2	Very Good
Jazz Singer, The (color) (212)	WB	Danny Thomas-Peggy Lee	Feb. 14,'53	107m	Jan. 10	1677	AY	A-I	Very Good
Jeopardy (317)* Johnny the Giant Killer (color)	мбм	Barbara Stanwyck-Barry Sullivan	Feb.,'53	69m	Jan. 24	1693	AY	В	Good
(5205)	Lippert	Animated Cartoon	June 5,'53						
Juggler, The	Col.	Kirk Douglas-Milly Vitale	June,'53	86m	May 2	1821		A-2	Good
Jungle Girl (5208) Just for You (color) (5201)*	Para.	Johnny Sheffield	Dec. 7,'52	70m 104m	Aug. 2	1469	AYC	B A-2	Excellent
Justice Is Done (Fr.)	Burstyn	Bing Crosby-Jane Wyman Claude Nollier-Michel Auclair	Sept.,'52 Mar.,'53	95m	Mar. 14	1759	AIC	A-2	Very Good
K									
KANSAS City Confidential	UA	John Payne-Coleen Gray	Jan. 16,'53	98m	Nov. 15	1606	A	В	Fair
Kenses Pecific (5302) (color)	AA	Sterling Hayden-Eve Miller	Feb. 22,'53	73 m	Apr. 4	1782		A-I	Very Good
140155 (1) 61 (5)4)	Cal		1 11 100	41	0 1 22 140				F .
LADIES of the Chorus (514) Lady Wants Mink (color) (5205)	Col. Rep.	Marilyn Monroe-Adele Jergens (reissu Ruth Hussey-Dennis O'Keefe	Mar. 5,'53	61 m 92 m	Oct. 23,'48 Mar. 28	1773	AYC	A-1	Fair Very Good
Last of the Comanches (C) (511)	Col.	Broderick Crawford-Barbara Hale	Feb., '53	85m	Jan. 3	1669	AYC	A-1	Good
Law and Order (318) (color)	Univ.	Ronald Reagan-Dorothy Malone	May, '53	80m	Apr. 4	1781		A-2	Very Good
Lawless Breed (color) (306)	Univ. Pictura	Rock Hudson-Julia Adams	Jan., 53	83m 70m	Dec. 6 Nov. 29	1629	AY	A-2 A-1	Very Good
Leonardo Da Vinci (color) Let's Do It Again (color)	Col.	Documentary Jane Wyman-Ray Milland	Jan. 1,'53	70m	140V. 29	1022		W-1	Very Good
Lili (color)	MGM	Leslie Caron-Mel Ferrer	Spec.	81m	Mar. 14	1757	AYC	A-2	Excellent
Limelight	UA	Charles Chaplin-Claire Bloom	Feb. 6,'53	143m	Oct. 11 Jan. 24	1557	AY	B	Very Good
Little World of Don Camillo (ItalFi	Univ.	Fernandel-Gino Cervi Joel McCrea-Barbara Hale	Jan., '53 May, '53	103m 80m	Mar. 28	1773		A-2 A-1	Very Good
Lure of the Wilderness (227) (C)	20th-Fox	Jean Peters-Jeffrey Hunter	Sept., '52	92m	July 26	1461	AY	A-1	Very Good
Lusty Men. The (304)	RKO	Susan Hayward-Robert Mitchum	Oct., '52	113m	Sept. 27	1542	AY	A-2	Good
Luxury Girls	UA	Susan Stephen	Jan. 30,'53	96m	Mar. 7	1751	A	В	Fair
MA AND PA Kettle on Vacation (314	) (Iniv	Marjorie Main-Percy Kilbride	An. 152	75m	Mar. 7	1749	AYC	A-I	Good
Magic Box, The (Brit.) (C) Mayer-			Apr., '53 Sept. 24, '52	93m	Sept. 20	1534	AIC	A-1	Good
Magnetic Monster, The	UA	Richard Carlson-Jean Byron	Feb. 18,'53	76m	Feb. 14	1717	AY	A-1	Very Good
Mahatma Gandhi—Twentieth Centur Prophet	Y UA	Quentin Reynolds (Narrator)	Apr. 28,'53	81m	May 2	1822			Good
Man Behind the Gun (C) (211)	WB	Randolph Scott-Patrice Wymore	Jan. 31,'53	82m	Dec. 27	1662	AY	В	Good
Man in the Dark (3D)	Col.	Edmond O'Brien-Audrey Totter	Apr., '53	70m	Apr. 11	1789	4.4	A-2	Very Good
Man on a Tightrope (315)  Man with the Grey Glove (Ital.)	20th-Fox IFE	Fredric March-Terry Moore Annette Bach-Mario Del Monaco	May, '53	105m 102m	Apr. 4 Jan. 10	1781	AY	A-2 B	Excellent Good
Marika (German) (color)	Brill	Fred Liewehr-Harry Fuss	Jan., '53 Feb., '53	78m	Feb. 28	1743			Fair
Marksman, The (5333)	AA		Apr. 12,'53		Apr. 11	(S)1791			
Marshal of Cedar Rock (5241)	Rep.	Allen Rocky Lane	Feb. 1,'53	54m	Feb. 28	1742	AYC	A-I	Very Good
Maverick, The (5322) Meet Me at the Fair (C) (307)	Univ.	Bill Elliott Dan Dailey-Diana Lynn	Dec. 14,'52 Jan.,'53	71m 87m	Jan. 3 Dec. 13	1669	AYC	A-1	Average Very Good
Member of the Wedding (521)	Col.	Ethel Waters-Julie Harris	Mar., '53	91m	Dec. 20	1645	A	A-2	Good
Merry Widow, The (color)* (301)	MGM	Lana Turner-Fernando Lamas	Sept., '52	103m	July 12	1441	AYC	A-2	Excellent
Merry Wives of Windsor (Ger.) Million Dollar Mermaid (C) (312)*	MGM MGM	Sonja Ziemann-Paul Esser Esther Williams-Victor Mature	Sept. 20,'52	93m 115m	Sept. 27 Nov. 8	1542	AYC	A-1	Good
Mine with the Iron Door, The	Col.		Dec.,'52 ) Sept.,'52		Apr. 25, '36	1011			
Miracle of Fatima (color) (203)*	WB	Gilbert Roland-Angela Clark	Oct. 11,'52	102m	Aug. 23	1501	AY	A-I	Superior
Mississippi Gambler (color) (310)* Mr. Walkie Talkie (5203)	Univ. Lippert	Tyrone Power-Piper Laurie	Feb., '53	98m 65m	Jan. 10 Dec. 6	1677	AY	В	Very Good Average
	Oth-Fox	Joe Sawyer-William Tracy Cary Grant-Marilyn Monroe	Nov. 28,'52 Sept.,'52	97m	Sept. 6	1517	AY	В	Excellent
Monsoon (color)	UA	Ursula Thiess-Diana Douglas	Dec. 14,'52	79m	Feb. 7	1711		В	Fair
Montana Belle (color) (308)	RKO	Jane Russell-George Brent	Nov., 52	8lm	Nov. I	1589	AY	B	Good
Moulin Rouge (C)* Murder Will Out (Brit.) Kramer	-Hyams	Jose Ferrer-Collette Marchand Valerie Hobson-Edward Underdown	Mar., '53 Apr., '53	83m	Dec. 27 Apr. 11	1661	AY	U	Excellent Good
My Cousin Rachel (301)* 2	Oth-Fox	Olivia de Havilland-Richard Burton	Jan., '53	98m	Dec. 27	1662	AY	A-2	Very Good
	Oth-Fox		) Mar., '53		Oct. 12,'46	1503	AV	A 2	Excellent Very Good
My Man and I (303) My Pal Gus (233) 2	MGM Oth-Fox	Shelley Winters-Wendell Corey Richard Widmark-Joanne Dru	Sept., 52 Dec., 52	99m 83m	Aug. 23 Nov. 15	1502	AY	A-2 B	Very Good Very Good
	Oth-Fox	Anne Baxter-Macdonald Carey	Oct., '52	87m	Oct. 11	1558		В	Good

				_ 0EV	EWED -		a ATIME	
		Release	Running		зупоры	Nat'l	KATING	Herala
TITLE—Production Number—Compan	y Stars	Date	Time	Issue	Page	Groups	L. of D.	
N								
N								
NAKED Spur, The (color) (318)* MG	and the second s	Feb., 53	91m	Jan. 17	1685	A	A-2	Excellent
Naughty Martine (Fr.) Glo	, the state of the	Apr., 53	89m	May 2	1823		A-1	Fair
Never Let Me Go (327) MG Never Wave at a Wac (371) Rk		May, 53	94m 87m	Apr. 4 Dec. 20	1645		B	Excellent Excellent
Niagara (color) (306)* 20th-F		Jan. 28, 53 Feb., 53	89m	Jan. 24	1693	A	В	Very Good
Night Without Sleep (235) 20th-F		Nov., 52	77m	Oct. 4	1550	A	В	Average
No Holds Barred (5214)	A Leo Gorcey	Nov. 23, 52	66m	Sept. 20			A-2	_
No Time for Flowers (313) RK	O Viveca Lindfors-Paul Christian	Jan.31,'53	83m	Dec. 6	1629	AY	A-2	Good
0								
O. HENRY's Full House (228) 20th-F	ox All Star Cast	Sept., '52	HIIm	Aug. 23	1501	AY	A-2	Excellent
Of Love and Bandits (Ital.) I.F.		Jan., '53	98m	Jan. 24	1694		C	Fair
Off Limits (5216)* Par		Apr., '53	89m	Feb. 7	1709	AYC	A-1	Excellent
Old Overland Trail (5146) Re		Feb. 25, 53	60m 59m	Feb. 28 Mar. 14	1742 1759	AYC	A-I A-I	Good
On Top of Old Smoky (5782) C		Mar., '53 Apr., '53	74m	Mar. 7	1751	AY	В	Good
One Girl's Confession (528) C Operation Secret (205) W		Nov. 8, 52	108m	Oct. 11	1558	AY	В	Very Good
	A Claudette Colbert-Jack Hawkins	Nov. 21, 52	88m	Nov. 15	1606	AY	A-2	Good
D								
•					.210			
PAOLO & Francesca (Ital.) I.F.		Feb. 13,'53	92m	Feb. 14	1718	AV	A 1	Average
Pathfinder, The (color) (516) C			78m 91m	Dec. 20 Apr. 4	1646	AYC	A-1 A-1	Good
Penny Princess (Brit.) (color) (382) Un		Mar., '53 Apr. 5, '53	90m	May 2	(5)1823		W. 1	5000
Perilous Journey, A (5206) Re Perils of the Jungle (5214) Lippe	01 1 0 11	Mar. 20, 53	63m		1-1.000			
Peter Pan (color) (392)* RK		Feb. 5, 53	761/2m	Jan. 17	1685	AYC	A-I	Excellent
Pickup on South Street (322) 20th-F	ox Richard Widmark-Jean Peters	June, '53	80m	May 16	1837	AVO		Very Good
Plymouth Adventure (color) (310)* MG		Nov., '52	104m	Oct. 25	1581	AYC	A-2	Excellent
Pony Express (color) (5217) Par		May, 53	101m 82m	Mar. 7 Nov. 8	1750 1597	AYC	A-2 A-1	Very Good Excellent
Pony Soldier (C) (237) 20th-F. Port Sinister (317) RK		Nov., '52 Apr. 10, '53	65m	Feb. 21	1735	AY	A-1	Fair
Port Sinister (317) RK Powder River (321) 20th-F		June, 53	78m	May 16	1838		7 4 - 1	Good
President's Ledy, The (312) 20th-F		Apr., '53	96m	Mar. 7	1750	AY	В	Good
Prince of Pirates (color) (524) C		Mar., '53	80m	Feb. 7	1710	AY	В	Good
Prisoner of Zenda (color) (308)* MG		Nov., '52	101m	Oct. 18	1565	AYC	A-1	Very Good
Problem Girls C		Apr., '53	70m 88m	Mar. 14 Oct. 25	1759 1581	AY	B A-1	Fair Excellent
Promoter, The (Brit.) (285) Uni	v. Alec Guinness-Valerie Hobson	Oct. 28,'52	90111	Oct. 23	1901	71	W-1	CICOHONY
Q								
QUIET Man, The (color)* (5108) Re	p. John Wayne-Maureen O'Hara	Sept. 14,'52	129m	May 17	1365	AY	A-2	Superior
Quo Vadis (color)* (218) MG	M Robert Taylor-Deborah Kerr	Spec.	168m	Nov. 24	1118	AY	A-1	Superior
R								
0.10505 71 (0) (201)	0:1-10-: 1/- 1:1/	NI 150	80m	Oct. 11	1558	AY	A-2	Very Good
RAIDERS, The (C) (301) Unit		Nov., 52	00111	May 2	(S)1823	~1	A-1	very Good
Raiders of the Seven Seas (color) U Ramuntcho (Fr.) Day		May 27, '53 Feb., '53	89m	Mar. 14	1759		, , ,	Average
Redhead from Wyoming (color) (309) Uni		Jan., '53	80m	Dec. 20	1645	AY	A-2	Good
Remains to Be Seen MG		May 15, 53	89m	Apr. 25	1805		A-2	Good
Ride the Man Down (color) (5202) Re	p. Brian Donlevy-Forrest Tucker	Jan. 1,'53	90m	Nov. I	1590	AYC	A-I	Good
Ride Vaquero (color) MG		Not Set	79m	Mar. 21 Aug. 30	(S) 1767 1510	AY	A-2	Good
Ring, The U Ring Around the Clock (Ital.) Int. Film Asso		Sept. 26, 52	88m	May 9	1830	711	M-4	Good
Road to Bali (color) (5209)* Par		May 18,'53 Jan.,'53	90m	Nov. 22	1613	AYC	A-2	Excellent
Roar of the Crowd (color) (5311) A		May 31,'53		Mar. 28	(S)1773			
Roque's March (320) MGI		Feb., '53	84m	Jan. 3	1669	AY	A-1	Very Good
Rome II O'Clock (Ital.) Time	s Raf Vallone-Lea Padovani	Apr., '53	107m	May 2	1823			Very Good
Ruby Gentry (303) 20th-Fo	x Jennifer Jones-Charlton Heston	Jan., '53	82m	Dec. 27	1662	A	В	Good
S								
SALOME (color) (545)* Co	1. Rita Hayworth-Stewart Granger	Spec.	103m	Mar. 14	1757		В	Excellent
San Antone (5203) Rej	. Rod Cameron-Arleen Whelan	Feb. 15,'53	90m	Mar. 7	1751	AY	A-2	Good
Sangaree (3D) (color) (5230) Pare		May, '53	OF	May 2	(S)1823	AVC		6 1
Savage, The (color) (5206) Park		Nov., 52	95m	Sept. 20	1534	AYC	A-1	Good
Savage Mutiny (539) Co Scandal at Scourie (color) MGI		Mar., '53 June 26, '53	73m 90m	Jan. 17 May 2	1687 1821	AY	A-I	Fair Very Good
Scared Stiff (5222) Par		June 20, 53	107m	Apr. 18	1798			Excellent
Scotland Yard Inspector (5202) Lipper		Oct. 31,'52	73m	Nov. 29	1623			Fair
Sea Around Us, The (color) RKC	Documentary	Apr. 22,'53	61m	Jan. 17	1686			Very Good
Sea Devils (color) RK		May 23, '53	0.4	May 9	(S) 1831	4.34	4 -	
Seminole (color) (313) Unit Serpent of the Nile (color) Co		Mar., '53	86m 81m	Feb. 21	1733	AY	A-2 B	Very Good
Serpent of the Nile (color) Co Sextette (Fr.) Day		May, '53 Feb., '53	90m	Apr. 18 Mar. 7	1799		13	Good
Shane (color) Pare		Not Set	118m	Apr. 18	1797		A-2	Excellent
She Had to Say Yes								
(form. Beautiful But Dangerous) RK(	The state of the s	Apr. 1, 53	.89m	Nov. 1	(5)1591		A-2	
She's Back on Broadway (color) (214) W		Mar. 14,'53	95m	Jan. 24	1693	AY	A-2	Good
Silver Whip (309) 20th-Fo		Feb.,'53	73m 72m	Feb. 7	1710	AYC	A-1	Good
Siren of Bagdad (color) Co Sky Full of Moon (311) MGN		June, '53 Dec., '52	73m	May 16 Nov. 8	1837 1597	AY	A-2	Good Fair
Slasher, The (5218) Lippe	the state of the s	May 29,'53		0	1377	n i	N-8	
Slight Case of Larcency, A MGN		June 5, 53	71 m	May 9	1830			Good
Small Town Girl (color) (325) MGI		Apr., '53	93m	Feb. 28	1741	AY	A-1	Excellent
Snows of Kilimaniaro (color) 20th-Fo		(Spec.)	114m	Sept. 20	1533	AY	8	Excellent
Sombrero (color) (324) MG)		Apr. 3, 53	103m	Feb. 28	1741	AY	A-2	Excellent
Somebody Loves Me (color) (5203) Para Something for the Birds (238) 20th-Fo		Oct.,'52	97m 81m	Aug. 23 Oct. 11	1501	AY	A-2 A-1	Very Good Good
Something for the Birds (238) 20th-Fo Son of Belle Starr (color) (5309) A		Oct., '52 June 28, '53	VIIII	Mar. 21	(S)1767	~ 1	Hel	2000
Son of the Renegade U.		Mar. 27,'53	57m	Mar. 21	1766		A-1	Average
South Pacific Trail (5145) Rep	. Rex Allen	Oct. 20,'52	60m	Nov. 15	1606	AYC	A-2	Fair
Split Second (318) RKC		June, '53	85m	Mar. 21	1765		A-2	Very Good

TITLE—Production Number—Company	Stars	Release Date	Runnin		eweb — synopsis Page	Nat'l Groups	L. of D.	Hera
opringfield Rifle (C) (204) WB	Gary Cooper-Phyllis Thaxter	Oct. 25,'52	93m	Oct. 4	1555	AY	A-1	Good
talag 17 (5224) Para.	William Holden-Don Taylor	July, 53	120m	May 9	1829			Excellent
tar, The (316)* 20th-Fox	Bette Davis-Sterling Hayden	Mar., '53	89m	Dec. 27	1661	AY	B	Excellent
ter of Texes (5332) AA	Wayne Morris	Jan. 11,'53	68m	Jan. 17	1686			Excellent
ters and Stripes Forever (C) (239)* 20th-Fox	Clifton Webb-Ruth Hussey	Dec., 52	89m	Nov. 22	1613	AYC	A.I	Very Go
ters Are Singing, The (color) (5214) Para. teel Trap (232) 20th-Fox	Rosemary Clooney-Lauritz Melchior Joseph Cotten-Teresa Wright	Mar., '53 Nov., '52	99m 85m	Jan. 31 Oct. 25	1701	AYC	A-1 A-2	Very Go Fair
tooge, The (5212)* Para.	Dean Martin-Jerry Lewis	Feb., '53	100m	Oct. 11	1557	AYC	A-1	Excellent
top, You're Killing Me (210) (C) WB	Broderick Crawford-Claire Trevor	Jan. 17, 53	86m	Dec. 13	1637	AY	A-2	Very Go
tory of Three Loves, The (color) MGM	Leslie Caron-Pier Angeli	Mar., '53	122m	Mar. 7	1749	AY	A-2	Very Go
trange Fuscination (505) Col.	Hugo Haas-Cleo Moore	Dec., '52	80m	Oct. 4	1550	A	В	Fair
tranger in Between, The (Brit.) (284) Univ.	Dirk Bogarde-Elizabeth Sellars	Aug., '52	84m	Aug. 23	1502	AY	A-2	Very Go
udden Fear (362)* RKO	Joan Crawford-Jack Palance	Aug., '52	110m	July 26	1461	A	A-2	Good
un Shines Bright, The Rep.	Charles Winninger-Arleen Whelan	May 2,'53	90m	May 9	1830			Good
weetheart Time (color) Rep.	Ray Middleton-Lucille Norman	Not Set		Feb. 28	(S)1743			
word of Venus (315) RKO ystem, The (217) WB	Robert Clarke-Catherine McLeod Frank Lovejoy-Joan Waldon	Feb. 20, '53 Apr. 18, '53	73 m 90 m	Jan. 17 Mar. 21	1766	AY	A-2 B	Good
Т		F 1						
ALL Texan, The (5207) Lippert	Lloyd Bridges-Marie Windsor	Feb. 13,'53	84m	Feb. 14	1717	AY	A-2	Good
angier Incident (5316) AA	George Brent-Mari Aldon	Feb. 8,'53	77m	Feb. 21	1733	434	A-1	Average
orget Hong Kong (517) Col.	Richard Denning-Nancy Gates	Feb., 53	66m	Dec. 20	1646	AY	A-2	Fair
axi (305) 20th-Fox	Dan Dailey-Constance Smith	Mar., '53	77m	Jun. 17	1685	AYC	A-1	Exceller
at Man from Tangier UA ief, The UA	Nils Asther-Roland Young	May 8, 53	80m	May 2	1823	AY	B	Fair
ief of Venice (304) 20th-Fox	Ray Milland-Rita Gam Maria Montez-Paul Christian	Oct. 10,'52 Jan.,'53	85m 91m	Sept. 27 Nov. 15	1605	AY	A-2 A-2	Very G
under Bay (color) Univ.	James Stewart-Joanne Dru	Aug., '53	103m	May 9	1829	~ 1	M-2	Exceller
under in the East (5210)  Para. under Over the Plains (color)	Alan Ladd-Deborah Kerr	Jan., '53	98m	Nov. I	1590	A	A-2	Fair
(form, Come On Texas) WB	Randolph Scott-Phyllis Kirk	Not Set		Feb. 14	(S)1718			
underbirds (5201) Rep.	John Derek-Mona Freeman	Nov. 27, 52	98m	Nov. 29	1622	AY	A-I	Very G
underhoof Col.		ue) June, '53	77m					, .
anic (318) 20th Fox	Clifton Webb-Barbara Stanwyck	May, '53	98m	Apr. 18	1798		A-2	Exceller
night We Sing (color) (347) 20th-Fox	David Wayne-Ezio Pinza	Apr., '53	109m	Jan. 31	1701	AYC	A-I	Exceller
rpedo Alley (5308) AA	Mark Stevens-Dorothy Malone	Jan. 25, '53	84m	Dec. 20	1646		A-I	Good
ughest Men in Arizona (C) (5109) Rep.	Vaughn Monroe-Joan Leslie	Oct. 10,'52	90m	Oct. 25	1582	AY		Good
if Blazers (5329) AA asure of Golden Condor (C)	Alan Hale, Jr.	Apr. 19,'53					A-1	
(308) 20th-Fox	Cornel Wilde-Constance Smith	Feb., '53	93m	Jan. 24	1693	AYC	A-I	Good
omba, the Tiger Man (5201) (Ger.) Lippert	Krone Circus	Nov. 14,'52	63m	Nov. 22	1614		A-2	Fair
opic Zone (color) (5211) Pere.	Ronald Reagan-Rhonda Fleming	Jan., '53	94m	Dec. 13	1637	AY	A-2	Fair
opical Heat Wave (5216) Rep.	Estelita-Robert Hutton	Oct. 1,'52	74m	Oct. 11	1559	AY	A-1	Good
ouble Along the Way (216) WB	John Wayne-Donna Reed	Apr. 4, 53	110m	Mar. 21	1765		A-2	Exceller
rning Point, The (5205) Para.	William Holden-Alexis Smith	Nov., '52	85m	Sept. 20	1533	AY	A-2	Good
ilight Women (Brit.) (5217) Lippert o Cents Worth of Hope (Ital.) Times	Freda Jackson-Lois Maxwell Mario Fiore-Vincenzo Musoline	May 15,'53 Dec.,'52	89m 107m	Dec. 20	1647		В	Exceller
U								
NDER the Red See (305) RKO	Documentary	Oct., 52	67m	Oct. 4	1549	AYC	A-1	Very G
stamed Frontier (color) (230) Univ.	Joseph Cotten-Shelley Winters	Sept., '52	75m	July 19	1454	AY	A-2	Good
tamed Women UA	Lyle Talbot-Doris Herrick	Sept. 12,'52	70m	Aug. 23	1503		A-2	Fair
NQUISHED, The (color) (5221) Para.	John Payne-Jan Sterling	June.'53	94m	May 9	1830			Good
odoo-Tiger (518) Col.	Johnny Weissmuller-Jean Byron	Nov., '52	67m	Nov. I	1590	AY	В	Fair
W								
AC from Walla Walle (5123) Rep.	Judy Canova-Stephen Dunne	Oct. 10,'52	83m	Oct. 25	1582	AYC	A-I	Good
agon Team (476) Col.	Gene Autry	Sept., '52	6lm	Sept. 13	1526	AY	A-I	Good
ar of the Worlds (C) (5218) Para.	Gene Barry-A. Robinson	Not Set	85m	Feb. 28	1742	AY	A-1 A-2	Exceller
ey of a Gaucho (color) (229) 20th-Fox nat Price Innocence (Ital.) I.F.E.	Gene Tierney-Rory Calhoun Lyda Baerova-Otello Toso	Oct., '52 May 1, '53	91m 100m	Oct. 4 May 9	1831	AY	M-2	Good Fair
herever She Goes (Australian)	Eileen Joyce-Suzanne Parrett	lan 22 (52	80m	Feb. 7	1711			Fair
Mayer-Kingsley		Jan. 27,'53	97m	June 28	1425	AYC	A-1	Very &
here's Charley (color) (130) WB hite Goddess (5224) Lippert	Ray Bolger-Allyn McLerie Jon Hall	Aug. 30, 52 Mar. 27, 53	73m	Odile To	1413	710	14-1	reny S
hite Lightning (5326)	Stanley Clements	Mar. 8, '53	61m	Mar. 7	1751			Good
hite Line, The (Ital.) I.F.E.	Gina Lollobrigida-Raf Vallone	Jan. 12,'53	87m	Jan. 3	1669			Very G
ide Boy (Brit.) Realart	Sydney Tafler-Susan Shaw	Dec., '52	67m	Apr. 4	1783		В	Fair
Ilie & Joe Back at the Front (233) Univ.	Tom Ewell-Hervey Lembeck	Oct., '52	87m	Oct. 4	1550	AYC	A-I	Very G
inning of the West (571) Cel.	Gene Autry-Smiley Burnette	Jan., '53	57m	Jan. 17	1687	AYC	A-I	Good
oman of the North Country (5144)	Pod Cameron kuth Human	Sant E'E2	90m	Aug 2	1470	AY	A-2	Good
(formerly Minnesota) (color) Rep. oman They Almost Lynched (5204) Rep.	Rod Cameron-Ruth Hussey John Lund-Audrey Totter	Sept. 5, 52 Mar. 2, 53	90m	Aug. 2 Apr. 4	1781	~1	B	Very G
omen They Almost Lynched (5204) Rep. omen's Angle, The (Brit.) Stratford	Edward Underdown-Kathy O'Donnell		90m	Apr. 4	1/01		5	very G
orld in His Arms, The (C) (227)* Univ.	Gregory Peck-Ann Blyth	Aug., 52	104m	June 21	1417	AY	A-I	Exceller
yoming Roundup (5254) AA	Whip Wilson	Nov. 9,'52	53m	July 12	(5)1443			
XYZ	Jeff Chandler-Scott Brady	Oct., '52	86m	Sept. 13	1525	AY	A-1	Very 6
		Well of			.023			Good
ANKEE Buccaneer (234) (color) Univ.			98m	NOV. // 4H				
ANKEE Buccaneer (234) (color) Univ. ellow Sky, The (349) 20th-Fox	Gregory Peck-Anne Baxter (reissue) Peter Lawford-Jane Greer	Jan., 53	98m 71m	Nov. 27,'48 July 26	1462	AY	В	Good
ANKEE Buccaneer (234) (color) Univ. ellow Sky, The (349) 20th-Fox	Gregory Peck-Anne Baxter (reissue)				1462	AY	B	

FEATURES LISTED BY COMPANIES—PAGE 1813, ISSUE OF APRIL 25, 1953 SHORT SUBJECTS CHART APPEARS ON PAGES 1806-1807, ISSUE OF APRIL 25, 1953

# FILM BUYERS RATING

Film buyers of independent circuits in the U.S. rate current product on the basis of its performance in their theatres. This report covers 128 attractions, 6,179 playdates.

Titles run alphabetically. Numerals refer to the number of engagements on each attraction reported. The tabulation is cumulative. Dagger (†) denotes attractions published for the first time. Asterisk (\*) indicates attractions which are listed for the last time.

EX means Excellent; AA—Above Average; AV—Average; BA—Below Average; PR—Poor.

	EX	AA	AV	BA	PK
Abbott & Costello Go to Mars (Univ.)	-	1	6	4	1
Abbott & Costello Meet Captain Kidd (WB)	2	10	41	19	11
Above and Beyond (MGM)	13	59	28	1	- 1
Against All Flags [Hair ]	-	5	29	26	21
All Ashore (Col.) Androcles and the Lion (RKO) Angel Face (RKO)	1	3	7	5	_
Androcles and the Lion (RKO)	1	1	8	11	2
Angel Face (RKO)	2	2	15	11	2
April in Paris (WR)	4	19	3 29	27	10
Anna (IFE) April in Paris (WB) *Assignment—Paris (Col.)	-	-	12	20	4
Bad and the Beautiful, The (MGM)	2	27	32	41	4
Battle Circus (MGM) Battle Zone (AA)	-	6	28	9	8
Battle Circus (MGM) Because of You (Univ.) Black Castle, The (Univ.) Blackbeard, The Pirate (RKO) Blazing Forest (Para.) Bloodhounds of Broadway (20th-Fox)	1	11	16	7	1
Black Cookle The (Univ.)	9	40	43	13	2
Blackheard The Pirate (PKO)	-	8	29	10	12
Blazing Forest (Para )	_	2	20	39	3
Bloodhounds of Broadway (20th-Fox)	2	9	3:	28	4
Breaking the Sound Barrier (UA)	3	5	3	5	4
Bwana Devil (UA)	15	11	1	2	-
Call Me Madam (20th-Fox)	3	7	17	5	3
Cattle Town (WB)	-	3	12	18	17
City Beneath the Sea (Univ.)	2	1	12	10	8
Cleopatra (Para.) Clown, The (MGM) Come Back Little Shebe (Para.) Confidentially Considentially (Para.)	4	-	1	5	9
Come Back Little Shote (Pare)	8	37	46	18	-
Confidentially Consie (MGM)	-	1	13	7	2
Desert Legion (Univ.)	_	5	8	7	-
Desperate Search, The (MGM)	-	-	21	4	3
Destination Gobi (20th-Fox)  Down Among the Sheltering Palms (20th-Fox)	_	2	10	12	1
Eight Iron Men (Col.)* Everything I Have Is Yours (MGM)	1	1	14	23	3
	i	19	59	24	4
Face to Face (RKO) Flat Top (AA) Four Poster, The (Col.)	-	min	-	3	- 1
Flat Top (AA)	4	20	42	4	-
Four Poster, The (Col.)	4	2	1	5	4
Girls in the Night (Univ.)	-	6	10	-	2
Girls of Pleasure Island (Para.)	-	1	4	1	- 1
Gunsmoke (Univ.)	1	18	18	10	-
Hangman's Knot (Col.)	2	31	39	5	3
Hans Christian Andersen (RKO)	12	9	2	1	
Hans Christian Andersen (RKO) Happy Time, The (Col.)	4	1	5	14	17
Hiawatha (AA)	-	3	21	8	1
Hitch-Hiker, The (RKO) Hour of 13, The (MGM)	-	2	3	1	-
House of Wax (WB)	6	7	1	3	3
I Confess (WB)	-	2	6	17	4
I Don't Care Girl. The (20th-Fox)	-	6	32	23	3
I Love Melvin (MGM)	-	6	27	8	-
	2	4	6	8	11
Iron Mistress, The (WB)	6	29	69	13	2
Iron Mistress, The (WB). It Grows on Trees (Univ.) Ivanhoe (MGM)	26	40	15	39	11
Jazz Singer, The (WB)		-	19	17	38
	9	15	14	15	4
Jungle Girl (AA)	-	1	5	4	-
Kansas City Confidential (UA)	-	4	9	5	6
Kansas Pacific (AA)	***	-	1	2	4

	EX	AA	AV	BA	PR
Last of the Comanches (Col.)	-	1	8	22	4
Lawless Breed (Univ.)	2	16	37	8	4
Limelight (UA) Lone Hand (Univ.)	-	5	7	3	-
*Lusty Men (RKO)	3	18	66	10	1
Ma and Pa Kettle on Vacation (Univ.) Man Behind the Gun (WB)	20	16	15 23	2	1
tMan in the Dark (Col.)	2	2	2	-	_
Meet Me at the Fair (Univ.) Member of the Wedding (Col.)	-	9	29	23	11
Member of the Wedding (Col.) Million Dollar Mermaid (MGM)	21	71	31	1	2
Miracle of Fatima, The (WB) Mississippi Gambler (Univ.)	4	8	13	20	6
Mississippi Gambler (Univ.)  Montana Belle (RKO)	20	56	25 37	17	2
My Cousin Rachel (20th-Fox)	-	6	16	26	7
My Pal Gus (20th-Fox)	3	24	38	24	3
Naked Spur, The (MGM) Never Wave at a Wac (RKO)	6	43 28	39 27	3	-
Niagara (20th-Fox) Night Without Sleep (20th-Fox)	5	34	24	7	- 1
Night Without Sleep (20th-Fox) No Holds Barred (AA)	500	4	16	9	9
	2	8	6	3	_
Off Limits (Pare.) Operation Secret (WB) Outpost in Malaya (UA)	-	3	22	21	15
Pathfinder, The (Col.)	_	2	11	12	2
Peter Pan (RKO) Plymouth Adventure (MGM)	13	3	-	-	and a
Plymouth Adventure (MGM) Pony Express (Para.)	7	18	46	48	8
Pony Soldier (20th-Fox)	-	16	50	34	2
President's Lady (20th-Fox) †Prince of Pirates (Col.)	10	18	247	5	- 1
Prisoner of Zenda (MGM)	_	12	43	49	4
Promoter, The (Univ.)	2	2	1	-	-
Quiet Man, The (Rep.) Quo Vadis (MGM)	37 38	49 32	16	10	1
Raiders, The (Univ.)	İ	3	17	28	4
Redhead from Wyoming (Univ.) Ride the Man Down (Rep.)	ī	5		14	3
Road to Bali (Para.)	37	62	21	3	-
Roque's March (MGM) Ruby Gentry (20th-Fox)	10	34	9 22	21	5
†Salome (Col.)	4	5	_	_	
Savage, The (Para.).	7	11	39	16	2
Seminole (Univ.) She's Back on Broadway (WB)	-	14	17	6	4
Silver Whip (20th-Fox)	1	-	26 15	29 12	
Sky Full of Moon (MGM)	***	3	2	23	
Small Town Girl (MGM) Snows of Kilimanjaro (20th-Fox)	25	47	5	4	-
Sombrero (MGM)	1	3		8	-
Star, The (20th-Fox)	- 22	65	34	11	11
Stars and Stripes Forever (20th-Fox) Stars are Singing, The (Para.)	22	2	20	14	5
Steel Irap (20th-rox)	-	5	9	31	18
Stooge, The (Para.) Stop, You're Killing Me (WB)	30	34	28	32	21
Strange Fascination (Col.)	100	-	Î	-	5
Taxi (20th-Fox)	***	4	7	12	5
Thief of Venice (20th-Fox) Thunder in the East (Para.)	-	2	7 26	22	5
Thunderbirds (Rep.)	1	7	41	10	-
Thunderbirds (Rep.) Torpedo Alley (AA) Toughest Man in Arizona (Rep.) Treasure of Golden Condor (20th Fox)	_	2	15	5	2
Treasure of Golden Condor (20th Fox)	-	5	28	21	í
Iropic Zone (Fara.)		6	17	15	6
Trouble Along the Way (WB) Turning Point, The (Para.)	-	5	32	7 25	16
Voodoo-Tiger (Col.)	-	1	6	2	-
*Wac from Walla Walla (Rep.)	2	13	19	10	3
Yankee Buccaneer (Univ.)	~	10	22	15	5

COLUMBIA PICTURES

GLENS FALLS BRIDGEPORT CEDAR RAPIDS PHILADELPHIA LONG BEACH SEATTLE LOS ANGELES DAVENPORT ERIE DUBUQUE SANTA BARBARA DENVER TUCSON

WASHINGTON, D. C.

WILKES BARRE SCRANTON HAZELTON NIAGARA FALLS BETHLEHEM HORNELL BRADFORD OAKLAND

SAN FRANCISCO STOCKTON AMSTERDAM FRESNO SACRAMENTO JAMESTOWN

SPRINGFIELD, Mass. ITHACA ZANESVILLE TOLEDO WATERLOO LOWELL MEMPHIS

SIOUX CITY MINNEAPOLIS LINCOLN RICHMOND OKLAHOMA CITY CHICAGO CHAMPAIGN

DULUTH ST. PAUL NORFOLK OMAHA ATLANTIC CITY SAN DIEGO NEW ORLEANS CLEVELAND TULSA SPRINGFIELD, Mo. BUFFALO **PITTSBURGH** PARKERSBURG PORTLAND, Me.

with Joan Vohs · Story and screen play by ROBERT E. KENT Produced by SAM KATZMAN · Directed by WILLIAM CASTLE

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